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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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VOL. XCIX.

NEW YORK, JANUARY 8, 1921

No. 2

JUST WATCH THE TRAFFIC ON MAIN STREET

MAIN STREET WILL BE THE BIG NOVEL FOR THE SPRING AS IT HAS BEEN FOR THE LAST SIX WEEKS OF 1920

It has been praised equally and superlatively by such critics as

H. L. MENCKEN—"extraordinarily human and genuinely successful."

WILLIAM ALLEN WHITE—"ranks with 'The Scarlet Letter.'"

HEYWOOD BROWN—"the best novel of the year."

THE NATION—"would add to the distinction of any literature."

N. Y. EVE. POST—"sets a new standard for novels of the Middle West."

ATLANTIC MONTHLY—"there is now no reason why anyone should ever write another novel about contemporary life in a small country town."

EVEN MORE ADVERTISING THIS SPRING THAN LAST FALL

EVERYBODY is talking "MAIN STREET"

MAIN STREET — By *Sinclair Lewis*—

10th Printing—\$2.00

*Another Great
Novel Coming*

THE BRIMMING CUP

*By Dorothy Canfield
Ready in March*

HARCOURT, BRACE and HOWE, 1 WEST 47th ST., NEW YORK

James Oliver CURWOOD

The River's End, 1919

The Valley of Silent Men, 1920

The Flaming Forest, 1921

There Will Be
**NO Popular Reprint Edition of
THE RIVER'S END**
during 1921

THE continuing demand for *The River's End* is so great that this novel will not appear in a popular reprint edition this year. Dealers can stock the book with the assurance of a steady sale at the original price of \$1.75.

More than 100,000 copies of *The River's End* have been sold since publication and over 50,000 of these in 1920.

The Valley of Silent Men, Curwood's second novel in his trilogy of *The Three River Country*, is still leading the Best Seller list. Now comes the finest story of them all—*The Flaming Forest*—in September.

James Oliver Curwood has always been a brilliant writer, but it was not until *Cosmopolitan* published and adequately advertised *The River's End* in 1919 that Curwood came into his own so far as sales were concerned.

It is only necessary to say that *Cosmopolitan's* advertising campaign for *The Flaming Forest* will be worthy of the splendid novel it will help to sell.

The River's End, 1919

The Valley of Silent Men, 1920

The Flaming Forest, 1921

Cosmopolitan Book Corporation

119 WEST FORTIETH STREET. NEW YORK

THE AGE OF INNOCENCE

BY
EDITH WHARTON

A Best Seller Everywhere

"One of the best novels of the twentieth century."—*The New York Times*. (William Lyon Phelps).

"Mrs. Wharton has written a brilliant novel."—*The New York Tribune*. (Heywood Brown).

"A fine novel, beautifully written, big in the best sense."—*The New York Evening Post*. (Henry Seidel Canby).

"A great novel."—*The New York Tribune*. (Samuel Abbott).

"Edith Wharton has proved herself again a superb novelist."—*The Chicago Tribune*.

"One is strongly inclined to declare this the best piece of American fiction of the present season."—*The Outlook*.

"A work of surpassing art."—*The Philadelphia Public Ledger*.

"By all odds the great novel of the year."—*The Christian Work*.

Proclaimed by more
than two hundred of
our leading critics to
be one of the finest
novels of 1920.

\$2.00 net

"Mrs. Wharton has added another victory to her varied triumphs in the field of fiction. Holds the absorbed attention of the reader."—*The Atlantic Monthly*.

"Much finer than anything else of the sort in American literature."—*San Francisco Call*.

"More than likely reaches the high water-mark of Edith Wharton's distinguished career."—*The Baltimore News*.

"This season Mrs. Wharton's 'Age of Innocence' is the best of American books."—*The Springfield Union*.

"Establishes more firmly than ever Mrs. Wharton's leading position among our contemporary novelists."—*The Louisville Courier Journal*.

"The best book, from every point of view, she has yet done."—*Washington Times*.

NEW YORK
LONDON

D. APPLETON AND COMPANY



1921

WHY NOT A "HOUSE MAGAZINE"?

Reasons for Using one

A house magazine is not flashy and spectacular—but it gets results as years of experience have proved.

A house magazine gets direct sales, and builds good-will among the customers and prospects of the firm issuing it.

A house magazine has *no waste circulation*—it goes only to those the dealer wishes it sent.

A house magazine has cumulative effect—coming month after month, breathing a spirit of friendship.

A "House Magazine" for Booksellers

The BOOK REVIEW, printed monthly for the trade, is practically a "house magazine," prepared for the bookseller to be distributed to his customers with his imprint on cover. It is made up of literary gossip, signed reviews and classified lists of the new books of the month; just the kind of a magazine your customers would like to receive regularly.

Terms for Supplying it

The BOOK REVIEW is furnished in quantities to one bookseller only in each city, at very low cost. We suggest that you write at once and secure the privilege for your territory. Tell us how many copies you can mail out each month and we will let you know what the service will cost and will send sample copies showing how other live-wire concerns are using the BOOK REVIEW profitably.

The Publishers' Weekly



JANUARY BOOKS

FROM THE LIST OF

HOUGHTON MIFFLIN COMPANY



To Our Western Customers

It is with particular pleasure that we announce the opening of our new San Francisco office at 612 Howard Street, just two blocks from the Palace Hotel. Here we shall carry an even more comprehensive general stock of our trade publications than at our old Post Street Office, so that it will no longer be necessary for our far-western customers to rely on the uncertainties of mail or express in order to keep our books in stock.

The Educational and Private Library departments will occupy offices under the same roof, thus concentrating in one building all our selling activities in this territory.

We venture to suggest that you take advantage of this new service by checking over your stock without delay, and sending our Mr. Love orders for any needed items.

BEAUTY AND MARY BLAIR

By Ethel M. Kelley

Like Queed, "Beauty and Mary Blair" is one of those rare first novels of supreme individuality that come to a publisher only once in a blue moon, and that seem to strike an entirely new note in contemporary fiction. In style it is as unlike Queed as possible—an ultra-modern story of a New York girl who in her innocence and desire to be a good sport, skims the very verge of the abyss without actually going over. But it is like Queed not only in the vitality of the chief characters but in the absorbing human interest of the story.

Watch for "Beauty and Mary Blair." We predict that it will be one of the most talked-of novels of the season.

All-over picture jacket in color. \$2.00.

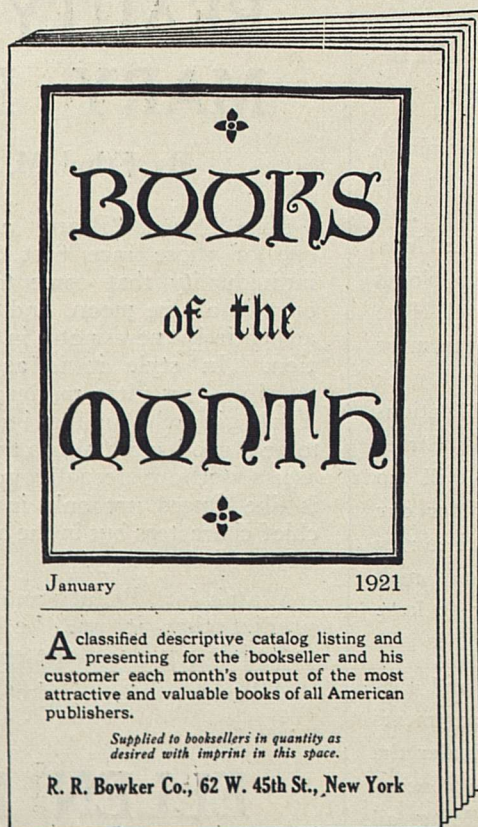
ELLEN LEVIS

By Elsie Singmaster

Miss Singmaster's last novel, "Basil Everman," has already gone through three large printings, and has been acclaimed by critics as one of the really notable novels of 1920. This new story should have an even more distinguished success than its predecessor, as it has all its fine qualities with a greater vitality and story interest. \$2.00.

Year-Round Bookselling

In a persistent consistent campaign it is good to know that you have at hand a sales building tool of proved dependability.



"We send 'Books of the Month' out through the mail . . . and I believe it is the best advertising that we do for this shop. We get better returns from this type of advertising than from any other."

E. G. Nathan, Mgr., Doubleday Page Bookshop, Kansas City, Mo.

R. R. Bowker Co. 62 West 45th St. New York

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

January 8, 1921

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."
—BACON.

The Old Cut-Rate Habit

THERE has been some nervousness in the book-trade for fear that the large stores, in endeavoring to get the public's attention, would use books in their clearance sales in the way that they were used a score of years ago, not as a sale of stock that should be reduced, but as a cut in a fixed price article to indicate to the public the store's general policy. This has always been a great handicap to the book-trade in every country in the world.

In the field of retail merchandise, there are very few items that have a recognized fixed price, and the public in a season of special sales is always more convinced of the genuineness of the bargains by seeing a change of price on an item of this sort than on unidentified merchandise.

In a discussion as to whether prices should be used in connection with advertising which has been going on in a leading advertising periodical, one manufacturer of a well-known item which sold for 50c. before the war with price mentioned in all advertising said that he would not again connect a retail price with his advertising, because he found stores selling the item all the way from 98c. to \$1.50, and an advertised price would be a disadvantage to someone. With such conditions existing, it is no wonder that people become sceptical and are likely to take with a grain of salt announced price reductions.

This throws books with their well-advertised fixed prices into the merchant's horizon for cutting purposes.

The great evil of general price-cutting on identifiable merchandise, comes from the fact that, as there is no profit left after the price is cut, as soon as the period of cutting is over the store is likely to lessen its interest or give up the line altogether.

Retailing standards have gone a long way forward in the last twenty years, and practi-

cally 99% of the large merchants have ceased to use books as a cut-rate attraction. Either that 99% have been wrong in taking this new attitude, or the 1% is wrong in continuing to stick to the old methods.

Recently when Thornton Burgess was lecturing in the Middle West, where one of the stores had arranged for a reception for him and a lecture appearance, a rival store, as a counterblast, cut the price on the Burgess books for the week. When a large Eastern department store arranged to give space to the very expensive book-house which Volland & Company designed for the promotion of their books, and when the feature began to attract attention, the competitor replied by cutting the price on the best-known Volland items. This method seems to show a lack of imagination in merchandising that is noticeable because of its infrequent occurrence today. New York is the final stronghold of the old cut-price method, and three stores out of the many that cover the city still use the old method that the majority of stores have dropped as old-fashioned.

If January is to see book prices cut in order to bring down stocks, or to get rid of damaged or surplus material, it will be a healthy thing, altho reports from many sides show that there is comparatively little surplus stock about, on account of the careful buying that has been going on for the last four months. On the other hand, if January is used as the time to bring current and actively saleable books to the special price counter, in order to give reality to the cuts offered on unidentified merchandise, it will be an unfortunate sign that many of the retail merchants have not reached the standards of good business adopted by the large majority of stores.

Department Store Rates

IN two years the records of one department store in the middle west have shown that sales in almost all departments have radically increased in total, thereby lowering the percentage of rent that has to be charged against each dollar of goods sold. These figures are printed in the *Dry Goods Economist* and in the book and periodical departments of the store quoted in 1917 there had to be carried a direct floor space charge of 3.8%; in 1918, 3.1%; and in 1919, 1.8%. The figure for 1920 is not available.

This means that the total sales have so increased that the amount that has to be charged directly to that department for floor space used, had become in 1919 only half of what it was in 1917. Similar drops in percentage are shown in almost all departments, altho very few show such a marked change as in this. As the store is not named, it cannot be determined whether the department had been given new selling energy or whether the public's demand for books had increased to that extent.

With sales in a store of this kind increasing in that proportion there must have been a radical increase in the amount of stock carried to do that business, a more rapid increase than could be cared for by the accumulating revenue. This may indicate why it has been necessary to have heavy liquidation in order to get on a sound footing. While book stocks are not likely to be bought in again at lower rates very soon, many bookstores have stationery departments, where more rapid increases were seen, and decreases are more likely to turn up. The stores will have to face the problem of taking care of this depreciation.

Chicago vs. New York

LAST summer when St. Louis was claiming thru one of its booksellers that its market had now exceeded that of Boston in many lines of books, it was urged with some point that a spirit of competition among cities in the field of bookselling might be a healthy experiment, stimulating retailing enthusiasm. The matter comes again to the front in an editorial by Harry Hansen of the *Chicago Daily News Book Page*, in which he says, "If the intelligent readers of Chicago permit New York to gain the ascendancy in the recognition of 'Moon Calf,' 'Main Street,' and 'Poor White,' its possibilities of literary self-consciousness are vain, its pretention to culture is a sham, its belief that Chicago is the literary capitol of the United States is pure self-deception."

With this challenge thrown out, it would seem to be very much in order for the publishers of these three stories of Iowa, Minnesota and Ohio to encourage the selling competition between these rival literary centers. The sales records could be reported each week to the book-trade, and selling tactics raised to a high degree of efficiency.

Mr. Dutton a Nonagenarian

THE opening of the New Year brings with it the celebration of a notable event in the ninetieth birthday, on January 4th, of Edward Payson Dutton, the venerable head of the house of E. P. Dutton & Company. We doubt if any similar record of continuous service can be paralleled among living publishers in any country, and his many friends sincerely hope he may yet reach the century mark, toward which he has made such an unusual approach.



Best Sellers Last Month

Compiled and arranged in the order of their popularity from exclusive reports of leading booksellers in every section of the country.

FICTION

- The Valley of Silent Men, by James Oliver Curwood. *Cosmopolitan*.
 A Poor Wise Man, by Mary Roberts Rinehart. *Doran*.
 The Age of Innocence, by Edith Wharton. *Appleton*.
 The Trumpeter Swan, by Temple Bailey. *Penn*.
 The Top of the World, by Ethel M. Dell. *Putnam*.
 In Chancery, by John Galsworthy. *Scribner*.
 The Purple Heights, by Marie Oemler. *Century*.
 Main Street, by Sinclair Lewis. *Harcourt*.
 No Defence, by Gilbert Parker. *Lippincott*.
 Harriet and the Piper, by Kathleen Norris. *Doubleday*.

GENERAL LITERATURE

- Roaming Through the West Indies, by Harry A. Franck. *Century*.
 White Shadows in the South Seas, by Frederick O'Brien. *Century*.
 Theodore Roosevelt and His Time, Shown in His Letters, by Joseph B. Bishop. *Scribner*.
 The Autobiography of Margot Asquith. *Doran*.
 Now It Can Be Told, by Philip Gibbs. *Harper*.
 The Outline of History, by H. G. Wells. *Macmillan*.
 Steeplejack, by James G. Huneker. *Scribner*.
 Memoirs of the Empress Eugenie, by Comte Fleury. *Appleton*.
 The Story of Opal, by Opal Whiteley. *Atlantic*.
 The Americanization of Edward Bok, by Edward Bok. *Scribner*.

Books for Women

By Mary Austin

UNDER the name, National Council of Women, there exists in the United States one of the most remarkable social aggregations the world has ever known. It is affiliated with similar organizations in 28 other nations, but nowhere else has the Council reached the proportions that enables it to report ten million members. With the exception of the Red Cross and some minor charitable affairs, the federated organizations are all opinion making bodies, a list of whose activities and aspirations would prove conclusively that this is the most enlightened nation of the earth at its most enlightened period. Anywhere except in a democracy, such an organization would exercise political power. As it is, the most that can be said of the National Council is that it is the accredited source of social betterment wherever one of its branches may be found. Go into any town west of the Atlantic plain, and in half an hour's observation you can detect in the town's appearance, the presence of an active woman's club.

Timeliness Important

And yet, drawing as it naturally does from the most intelligent classes of the community, the Woman's Club movement accomplishes far less than could be expected of it. I have long ago concluded, and this observation of mine was confirmed by most women during the war, that its failure to function at the highest efficiency is largely due to the total ignorance of men as to the nature and possibilities of the organization. This is especially the case in respect to the advancement of learning. The energies of the council are being constantly called on to repel attempts to make use of it commercially, and for selfishly interested propaganda. But so far, I can not discover that any intelligent attempt has been made to enlist the ten million in such situations as just now confront the book-trade.

For a number of years, four or five publishers have made a practice of consulting me as to the proper handling of books *about* women. No one of these has ever asked me plainly, "What sort of books do women want?" and when I have volunteered to aid in the publicity of books which in my opinion women ought to read, the publisher has always been appreciative, ignorance of the real situation has frequently rendered my advice unfruitful.

During the first few months of the war there was great need among women for a book of facts of an explicit nature. Such a book was hastily prepared and a government agency provided for its distribution. The author asked me to prepare a plan for making it known to the ten million where the book could be purchased. This I did in writing, to the publisher. Among other things

the plan involved leaflets which would be distributed thru the machine of the women's organization, free of cost, so important did the officials find it, and so urgent the crisis. For some reason we could never fathom, the circulars did not appear. At length, some weeks after the crisis, the publisher sent for me to inquire why the book was not selling as it should. I had an excellent alibi in the written plan which mentioned dates explicitly. The point of the story was that the publisher had utterly failed to understand that the dates meant anything, or that the machinery for distribution had not been evoked for his special use, humbly waiting on his time. I do not think he understands yet.

On another occasion I knew of a book about to be published which would have been immensely important to one of the federated organizations whose membership was close on two million, rather definitely confined to a locality. Again at the author's solicitation I sent the publisher full directions for advertising the book among that group at a minimum cost to himself, making the organization, in fact, carry the cost. Again nothing happened. As I was at the time lecturing on the subject in that locality I received numerous requests for the book or for information as to where it could be had. I approached the publisher again, to be met with a very kind and excessively patronizing explanation that that was "not the way books were sold."

In a third instance, a publisher who had been in the habit of consulting me about feminist books before undertaking them, insisted on accepting one against my advice, which was to the effect that the matter contained in the book was already familiar to the only women likely to be interested. It was new to him, and he simply could not realize the closeness of the organization which was responsible for the facts. He published the book, expecting great things from the forty thousand membership of the society, and on the day of publication sold to them four copies.

Woman, the Utilitarian

But it is not only in books relating to organized activity that the American publisher fails to appreciate the attitude of the Ten Million. Except in the case of those books in respect to which the key has already been struck by publication in women's magazines, there is scant evidence of any understanding of the woman trade. I have never been able to discover the source of the tradition according to which book advertisements are written, but it must have originated long before woman appeared on the scene as a social factor. It always ignores the fact that woman in her spiritual and intellectual

life is intensely utilitarian. She buys books for entertainment and diversion just as men do. But when she buys books which are for some other purpose than entertainment, it is *always with a view to what will be accomplished by the book when it is read.*

Woman's intellectual curiosity is small. She is not interested in new ideas because they are new, but because they elucidate some problems on which she is already engaged. Of course, with a publisher who has no notion whatever as to what problems interest women, the chances are that the fact that this particular book does bear on her problem, will never be mentioned in the advertising.

Advertising Mediums

Most book advertising deals with the quality of the book, its style, significance as literature, its place among other books. The number of women who care for these things is relatively small. But suppose the woman is buying a book for the children, and women do buy most of the children's books, what she wants to know is what that book will do to her child.

Suppose somebody advertised a boy's book like this: "Do you want your boy to grow up courteous and open-minded to women? This book will make him so!" But, of course, nobody ever does advertise a book like that. For all the years of the war I never addressed any audience that some woman did not rise up and ask me for a list of books that would create that romantic passion for our own country that other people seem able to feel for theirs without the added burden of historical instruction or propagandized sentiment. Nowhere could I discover what a children's book might do for its readers, from anything the publishers said about it.

It is, of course, a great disadvantage that books are not advertised in journals conspicuously read by women. I understand that trade considerations make this impossible. But it would be possible to persuade some of the women's magazines to introduce from time to time book reviews which would perform the necessary service of informing women of books which have special uses in the women's world. The difficulty about this sort of thing is that it is never done by anybody who knows, really knows, about the women's world.

"East is East"

One can imagine the National Association of Book Publishers instigating such a department of book information for women, in all the leading women's magazines, and then putting it in charge of some ex-publisher's reader, or University professor whose acquaintance with these United States is confined to the region between Fifty-ninth Street and West Twenty-third.

Last summer while travelling thru the Non-Partisan League country I found one book in circulation. It was Upton Sinclair's "Brass Check." Upon inquiry it developed that this was the only book which was adver-

tised in conjunction with the ideas in which those people were interested. There were plenty of other books published in which these people would have been interested, but they were not advertised in the farm journals, the women's magazines, or the Non-Partisan organs. Where else would they hear of them?

While I was in that country I was consulted anxiously by the editors of the largest journal for farm women in the world, with close on a million readers. They were as absolutely cut off from the book world as if they had been published in the Arctic circle, and, altho they admitted that their women readers wrote asking for a different sort of literary diet, they did not find any inquiring glance even turned in their direction from the publishing world. I may say that they didn't know me thru my publications, but as a figure rather actively repudiating the intellectual shibboleths of the "East" which continues complacently unaware of the needs and activities of the out-country.

If I were asked to name the one outstanding reason for the failure of the book business to register along with other selling businesses, it would be the failure of the eastern centers to understand what the rest of the country is thinking about, and how it goes about its thinking.

"Pick-Up" Reading

There is one other item in connection with women readers which has, so far as I know, never been touched upon. That is the form in which books other than fiction are written. Everywhere, in the makeup of serious books, the tradition of the cloister and the university prevails. Matter is divided into chapters requiring at least half an hour's undivided attention to master, and presenting to the eye the solid grey page sufficiently disconcerting to the most assiduous reader. One must accept as inevitable that most women's serious reading is "pick up" work. It must be suited to short sessions, and admit of easily "finding the place" after frequent interruptions. The only book that I know of which has succeeded in maintaining a form suited to the exigencies of women's reading is Mary Heaton Vorse's new volume, "Men and Steel" (Boni & Liveright). There is no reason on earth why a book should follow the traditions of the early eighteenth century in its make-up, any more than a play should continue to be divided into five acts with a prologue and epilogue. We have long recognized that there are no rules of play writing that are not primarily rules of audiences.

It is quite possible that the rules for book writing reside in the mental habits of the readers.

II.

Ninety per cent of the organizations involved in the National Council of Women are opinion making. Only a few of them are confined to the business of making opinion on one subject only. In the largest single

unit of the Council, the Federation of Women's Clubs, opinions are continually made on all matters of culture, and every such club has its Book Committee.

So far, it must be admitted, the activities of the committee have been directed more to getting books intelligently talked about than to getting them read or bought. But there is no reason why the most effective machinery of the Clubs could not be utilized in a campaign for an increased use of books. Once the Ten Million get behind such a movement there is no predicating its results.

But the condition of persuading the women to undertake such a campaign would devolve on the whole publishing trade. It would depend first of all on publishers and book dealers understanding that books are *objects of legitimate social use*. At present books are handled as the insignia of a cult, as *objets d'art*, as the means of diversion. The whole book complex has swung between the literary tradition and commercial speculation. People have gone into the book business either as publishers or sellers, as a "gentleman's job," a little less than trade on the one hand, and not too remote from literature on the other. The whole machinery of the trade is clogged by people who are using it as a means of self-expression, as an anodyne to an aching and impotent desire to create. Too many an editor and publisher's literary advisor is, probably unconsciously, attempting under cover of "what the public wants" to use other people's books to express what he would like to express supposing he were equal to creative expression. Too many a book-store fails because the bookseller was more interested in handling a particular kind of book than in supplying a definite social need.

An Ideal of Public Service

This is not the sort of thing that can be certified, but I am inclined to think that the present paper shortage and printers' trade difficulties have simply uncovered what must in a very short time have made itself evident; namely, that the whole book business as well as the whole school business has lost step with American life. The book business, so inter-related to the business of education and public information, must move definitely out of the department of literary tradition into that of public service.

It must become socialized in the same way that the profession of medicine has become socialized. People should not go into it either as a means of parting the people from their money, or because they fancy it as a peacock flourish to personality, but because they possess some qualification for serving the public in that capacity. Ethics and procedure should be worked out which would enable both writers and dealers to realize on such capacity without at the same time imposing on the public, the public not being much more capable of defending itself from

bad or inadequate books than from medical malpractice.

Such a change could not be effected all at once. But no considerable body of citizens could put any heartiness into a propaganda for more, or more intelligent, book buying without the assurance of an authentic social intelligence behind the business of making and publishing books to buy. This, you may take it, is not so much a private opinion, as an expression of that spiritual utilitarianism which is characteristic of the woman's machine. Women can not be expected to take the same interest in books that they take in public health or public recreation until the book business takes on the aspect of a public service. So long as it remains the expression of unorganized and often discordant personal enterprise, it remains definitely outside their field.

Presidents and Publicity

WHEN Roosevelt selected his "pigskin" library to take with him to Africa, every reader in the country was curious as to what books had been chosen. Many titles, unknown to the general reader, became temporarily at least, household words, numerous copies were bought impulsively and first chapters only read. Ordinarily the sales would have been few and for admirers only. Roosevelt's praise also sold many editions of Charles Wagner's "The Simple Life." Since Wilson expressed the relaxation he found in a good detective story, the publicity copy for dozens of detective stories have mentioned the fact. President Wilson's praise of Margaret Prescott Montague's "Uncle Sam of Freedom Ridge" was undoubtedly one of the most important factors in its popularity. Brentano's report that altho the sale of Edgar Saltus' "Royal Purple" was steady and satisfactory from the date of its publication, yet after the recommendation of President-elect Harding, which appeared in the *New York Times* early in December, the demand for the book has grown very noticeably so that the third edition is now necessary, the edition printed after Harding's recommendation having been all sold.

Conversation

AFTER you've discussed the High Cost of Living, from tooth-paste to tires, when you've finished with MacSwiney, and settled the European situation, are you at a loss for topics to discuss with your dinner partner or that new acquaintance you would like to impress? The clever conversationalist is not only witty and original, but well-informed, well-read and full of telling allusions,

READ MORE BOOKS

THE OLD CORNER BOOK STORE
27 Bromfield Street Boston, Mass.

Publishers' Weekly Thru 50 Years

1872—1921

II.

IN 1900 the office of the PUBLISHERS' WEEKLY and its collateral enterprises was moved to 298 Broadway, where it remained for thirteen years. After its capture by the politicians, Mr. Bowker had resigned in 1899 from the Edison Illuminating Co., which he had administered for a decade, in parallel with the administration of the publishing office. He presently resumed industrial relations as vice-president of the two De Laval Companies, named from Dr. De Laval, the inventor of the cream separator and of the modern steam turbine, often called the Edison of Sweden—an association which permitted more continuous personal relations with the publishing office.

The staff was still a modest one, including most of Mr. Leyboldt's early associates, Mr. Growoll as managing editor of the PUBLISHERS' WEEKLY, Mrs. Leyboldt of the *Literary News*, and Miss Helen E. Haines of the *Library Journal*, Miss Monachesi writing the book notices with the help on the lists of two ladies, Miss Parsons and Miss Allen, while George D. T. Rouse was at the business desk and W. A. Stewart, the advertising representative.

After the publication of the two initial volumes of the *American Catalogue*, Mr. Leyboldt had in plan successive supplements, but he did not live to carry out his plan. The burden fell upon Mr. Bowker, who directly edited the volumes for 1876-84, 1884-90, 1890-95, 1895-1900. In these successive volumes were initiated several important lines of bibliography. A systematized bibliography of U. S. public documents, 1881-84, arranged by departments and bureaus, involving much personal work at Washington, was included in the volume for 1876-84, and continued thru successive issues. A bibliography of state publications, hitherto uncataloged, involving personal visits to most of the state capitals, was made a feature of the issue for 1884-90, and resulted ultimately in the publication in 1899 of the thick volume on "State Publications," in the completion of which William N. Seaver lent a helping hand. A third bibliography was that of "Publications of Societies," 1884-90, which also was expanded in a separate volume, published in 1899.

The *American Catalogue* system in quarto form proved anything but remunerative, and, with the close of the century, it was succeeded by the octavo volumes, two for the period 1900-05, the first being an author and title, the second, a subject arrangement, and volumes for 1905-08 and 1908-10 followed. The first of these volumes came from the patient hand of Mr. Growoll and was made by photograph from the full entries with annotations clipped from the *Weekly Record* of the PUBLISHERS' WEEKLY and pasted together to make standard pages. Later the linotype came into use and the slugs were kept over from the annual

catalogs for cumulation into these volumes.

With 1900 another association of publishers came into being, the American Publishers' Association, of which the first president was Charles Scribner and the first secretary George P. Brett. This Association was not given to general meetings, and its chief purpose was to place the book-trade on a sound foundation by replacing nominal retail prices from which large discounts were commonly made to individual buyers, by net prices with the lesser discounts from publishers which were real instead of misleading. The A. B. T. A. had disintegrated on this question, but the leading publishers, supported by the more far-sighted retailers, had come to the opinion after the full discussion thru the PUBLISHERS' WEEKLY that the reform was necessary in the interest of all concerned, publishers, distributors and the ultimate consumer alike. There was no attempt to fix retail prices, but there was an endeavor to limit and standardize discounts and to refuse to sell to "cut-price" retailers. The costly and prolonged Macy suits resulted in the defeat of this plan as an infringement of the Sherman Anti-Trust Law, and considerable fines were collected from participating publishers, and the Association was in 1914 formally disbanded. The net price system still survives, however, tho in danger from pressure for increasing discounts, which, if too liberal, are sure again to become nominal and disastrous.

The retail book-trade began again to feel the need of wider organization, and the American Booksellers' Association was organized in 1901, holding its first convention in New York, with Henry T. Coates as first president and J. W. Nichols as first secretary.

An early association for mutual insurance, founded in 1886 under the title of the Booksellers' and Stationers' Provident Association, had lapsed into inactivity about 1895 because of the lack of sound actuarial basis, as the members became older and more rapidly died off, tho its affairs were not finally wound up until 1903. Meantime there was started in New York in 1895 a local association, known as the Booksellers' League, founded by Mr. Growoll, Mr. Holden, Mr. Burkhardt and others, whose pleasant dinners still continue and whose example has been followed in other cities.

In 1904 John A. Holden, long associated with Thomas Whitaker, on whose behalf he made frequent European visits, joined the staff as business manager, in succession to W. J. Bell, and brought to the desk, which he has since held, a long experience, both in publishing and retailing. In these two posts Mr. Holden has spent a noteworthy business life of service to the book-trade, already a year longer than the half century of the PUBLISHERS' WEEKLY.

The PUBLISHERS' WEEKLY had from the start

been an ardent advocate of international copyright, and its office became the center of much of the work which brought about the first inadequate international copyright legislation of 1891. A questionnaire was sent to American authors generally, which produced excellent results, and a memorial was signed by more than a hundred authors, whose signatures were reproduced in facsimile, while the editorial columns were made the vehicle for a series of articles on copyright, national as well as international. These form the basis of the thin volume on "Copyright; Its Law and Its Literature," by R. R. Bowker, with bibliography by Thorvald Solberg, issued with the imprint of the Office of the PUBLISHERS' WEEKLY in 1886. The American Copyright League, made up chiefly of authors, of which George P. Lathrop was first secretary, succeeded later by George Walton Green and by R. U. Johnson, and of which R. R. Bowker became acting vice-president after the death of Hamilton W. Mabie, was complemented by the American Publishers' Copyright League, of which George Haven Putnam was secretary and moving spirit, as he has continued to be until this day. Both these joined in further attempts to better our copyright relations, and the result was a series of conferences out of which came the complete copyright code of 1909, which, except for the manufacturing clause, was thoroly satisfactory to all concerned. On this law and the British copyright act of 1911 was based the larger volume on "Copyright; Its History and Its Law," by R. R. Bowker, published by Houghton Mifflin Co. in 1912.

The full bibliographical scheme developed in the office of the PUBLISHERS' WEEKLY thruout

these years included a Weekly Record of full titles with descriptive annotations, supplemented by a title, a line-order list arranged by publishers, a monthly reference list in short title by author, title, subject and series entry, each in a distinctive typography, a quarterly cumulation from the linotype slugs of the latter, an annual catalog further cumulating the same material with completing additions, published in the Annual Summary Number in January, as well as in a separate volume, and the final cumulation in the American Catalog octavo volumes, of which the initial volumes for 1900-05, previously referred to, were to be the permanent model. Besides these, there were the special lists in connection with the Educational, Summer Reading and Christmas issues and other trade bibliographies on special subjects, as of books for boys and girls.

It had been Mr. Leypoldt's policy, which was continued by his successor, to give the trade the largest service at the lowest possible price, which should be the same to all users. Instead of raising prices to cover the increasing cost of service, this complete system was curtailed to bring cost within revenue.

It was not until 1908 that any substantial change was made in prices, when the subscription rate was made \$4 per year and the basic price of advertising \$25 per page, increasing to \$30 for special positions. Meanwhile the H. W. Wilson Co. had developed the plan of a service basis of payment, which should ask prices scaled in proportion to the needs or use of the buyer, and ultimately an understanding was reached between the two offices by which the waste of duplicate service was avoided and the two systems were worked in harmony.

What it Means to be a Publisher

A Survey of a Busy Five Years

"A SORT of record of five years' publishing" is the description Alfred A. Knopf attaches to a unique little book, "The Borzoi 1920," which came from his office last fall and, in autographed large-paper form, has been received at Christmas by some of Borzoi's friends. Older houses have issued their publishing records at various times both here and abroad, and thus added to the material available for the knowledge of book-trade history, but this book is perhaps the first in which a publisher has, by giving some record of the first years of his enterprise, helped us to understand what the process of list-building is.

The record takes the form of a miscellany, a table index, and an author list. Borzoi authors write about each other friendly but keen estimations. Nathan writes on Mencken, Wilson Follett on Hergesheimer, Bynner on Bodenheim, Mencken on Willa Cather, etc. Not written especially for the volume but wonderfully in keeping with its

spirit is the introduction translated from Maxim Gorki. In part three there is a collection of prose and poetry of Knopf publications from W. H. Hudson to Ed. Howe of Kansas. Part two gives brief biographical material on fifty Borzoi authors and the fourth part gives a detailed record of the titles that came out in the five years.

It is interesting to see from such a detailed record just what five years of publishing means. Here are 236 titles by 167 authors, 236 contracts written, about one book a week accepted, its form planned, printing and binding arranged and the distribution accomplished. Multiply this number of titles by many times to get a picture of the manuscripts that must be winnowed and the unceasing care and perseverance that a publisher must have to build a list that can gain respect. This seems to demand more than the ordinary individual's share of initiative and executive ability.

A publisher to build a general list must

have a well-rounded interest in varying fields of literature. Mr. Knopf has, in this record from September, 1915, to September, 1920, shown an ability to develop a well-rounded line with an emphasis on pure literature. In fiction there were 49 volumes, poetry 39, essays 29, travel 23, plays and theater 31, history 12, biography 11, short stories 8, the war 8, art 5, education 4, juveniles 3, nature 2, miscellaneous 22. Out of this list about 200 remain in print.

There is a strong representation of translated material in his lists, showing that one of his endeavors has been to bring foreign works of merit before the reading public of this country. Russian, French, Spanish and German writers are all introduced in the Borzoi books, but Russian titles are most numerous.

In carrying on his work, Mr. Knopf has always retained a personal interest in the authors whose works he publishes. This personal touch has done much to lend distinction to his endeavors. The spirit of good will and fellowship between the publisher and his author has left an indelible mark on publishing annals of recent years. To his credit it may be said that such authors as Joseph Hergesheimer, H. L. Mencken, Dorothy Richardson and Floyd Dell are largely indebted to him for their initial success and present recognized place in letters.

Among the contributed articles to "Borzoi 1920" is one by Clarence Day, Jr., entitled "Astonishing Psychic Experience," which purports to be a true account of how Alfred A. Knopf appeared in a vision to Mr. Day. This sketch seems so particularly apt and so characteristic not only of the author, but of the versatile publisher whom he describes that it is reprinted here in full:

"I have a friend who, when she hears a strange voice on the telephone, can visualize the person—that is to say, she sometimes can, if it interests her. She half-closes her eyes, tilts her head back, stares away off into space; and then she slowly describes the appearance of whoever is telephoning, almost as well as tho he or she were standing before her. It is one of those supernatural gifts that seem to our times so startling.

"The reason I mention this, that tho I hadn't supposed I was that sort of person, I had one of those mysterious psychic visions myself, years ago. It came to me while I was reading Mr. Knopf's first announcements of books. I had never seen the man, never heard a word of what he was like, yet his image suddenly arose clear as a photograph before my inner eye. There he stood, tall and thin, an elder statesman, with a bushy white beard; round glowing eyes, ivory skin; an animated savant.

"He spoke in his circulars as a man of great taste and authority. I pictured him as a French Academician of American birth.

"Year by year as I read his new catalogs this image grew stronger. People would ask me, 'Have you met this man Knopf?' and I

would say: 'No, I haven't, but I can tell you what he's like just the same. I'm a bit of a psychic.' And then I would describe my strange vision. This sometimes annoyed them: they would even ask, 'But how do you know?' I would then describe the sense of quiet certitude that comes with such an experience.

"Then one evening I met Mr. Knopf—in the flesh, as we phrase it. I found he had changed. He was more human, and in a way more impressive, but less picturesque. Instead of being tall and thin he was of medium-size, strong and well-formed. And he wasn't exactly what you'd call old: in fact he was in his twenties; and instead of a bushy white beard, he had only a small black moustache.

"It is not for me to explain this astonishing and almost incredible discrepancy. I must leave that to the Psychical Research Society, to which I wish all success. The only way I can account for it is to suppose that Mr. Knopf has more than one personality. I admit I did not see in my vision the side he physically presents to the world. But it may be I am such a powerful psychic that I saw something deeper. I saw the more appropriate vehicle of his innermost soul.

"We sat down for a talk. I tried out of courtesy not to use this power of mine any further. Even when I gave him my manuscript to publish, and we began to talk terms, I endeavored not to peer into his heart. He gave me good terms, however. He explained that his idea of a publishing house was a sort of companionable enterprise, and that authors and publishers ought to be friends. They at least ought to try.

"I carefully looked over his list to see who his author-friends were, and picked out one or two pretty rum ones and asked him about them. He admitted with composure that of course every man made mistakes. I said as anxiously that I hoped I had made none in choosing him as a publisher. He said probably not; but it was harder for him to pick out the right authors. He added, however, that he had done very well . . . up to now.

"We stared thoughtfully at each other . . .

"I glanced at his list again. It did consist chiefly of quality *belles lettres*, after all. He really seemed to care about books. But then I wondered suspiciously if the very fact of his being so cultivated had made him a poor man of business. His appearance was certainly forceful and energetic, but nevertheless . . .

"I decided to have one more vision. I half-closed my eyes, the way that friend of mine does, and tilted my head back. Mr. Knopf seemed surprised. I paid no attention to this, but coolly gazed right into his mind. It was a tall roomy mind, with long rows of thoughts, like onions on rafters—thoughts of bindings and dogs and Archimedes and authors and what-not. In the middle was a huge pile of packing cases (mostly unopened) containing his plans and ambitions

in the publishing world. I am sorry now I didn't unpack a few to see what they were, but they looked pretty solid; and I was distracted by seeing, way over in a corner, his thoughts of myself. As these were at that time rather mixed, I prefer not to describe them. My catching sight of them at all was merely one of those unhappy annoyances that must often upset a seer's life. It's one of the risks of the business.

"As I gazed on, indignantly, something drew across his mind like a truck, only even more massive. I presently discerned that it was a strong intention to go. Simultaneously—for the man is well co-ordinated—he said good-bye and went out.

"I was left there alone in my rooms, with my weird psychic gift. I may add that I rang for the janitor, and in spite of his bitter objections, transferred it to him."

University and Pullman

A NY survey of the reading habits of any section of the country is of interest to publishers and booksellers, even tho, as in the case of the one just reported by the University of Michigan, the survey endeavored only to estimate the periodical and newspaper habits of a group.

453 students in 3 of the upper classes answered a questionnaire which showed that they spent from 6 to 6½ hours weekly in reading newspapers and magazines. Outside of the local daily, the most widely read columns were those in the *Chicago Tribune*. Towering above all periodicals was the *Saturday Evening Post*, read by 269 out of the group, and consuming about 1/3 of the weekly reading hours; the *Atlantic* showed up well with 32 readers; *Red Book*, 42; *Cosmopolitan*, 70; *Woman's Home Companion*, 21; *Ladies' Home Journal*, 7. There was but very scattered attention given to the serious weekly reviews such as the *Nation*, *New Republic*, or *Survey*.

In contrast to this estimate there comes to hand a small private survey of Pullman car reading. There has been so much said of the low level of Pullman car reading that this detailed report is an interesting testimony to the contrary. Henry Blackman Sell, formerly editor of the book page of the *Chicago Daily News*, and now editor of *Harper's Bazar*, made this census on a "Broadway Limited" coming from Chicago to New York in December.

Literary Editor of the *Chicago Daily News*:

I inclose the exact literary contents of the Broadway Limited, exclusive of newspapers, which mean nothing. It is a remarkable record because it shows that, after all, the force of honest reviewing is being felt in America. Say what we will, people do buy books that are reviewed in an honest, entertaining way. I found on this train:

Three copies of "Main Street."

One copy each of "Moon Calf," "Potterism," "A Man for the Ages," "The Sea and the Jungle," "Old Junk" (Mine! It's bully!), "Mamma" (the owner of this book also had "Main Street," which he read all the time), "Instincts of the Herd in Peace and War," "White Shadows in the South Seas" and "The U. P. Trail."

Now for the magazines. I found:

Six copies of the *Cosmopolitan*.

Three copies of the *Literary Digest*.

Two copies of the *American Magazine*.

One copy each of *Popular*, *Saturday Evening Post*, *Red Book*, *Forum*, *Dial*, *Popular Science* and *Breezy Stories* (very soiled. I believe this belonged to the porter).

Every single item was actually being read by a man except the *Dial* and *Breezy Stories*. The few women read newspapers or watched the telegraph poles come and go. I have always wanted actually to see a *Dial* reader, you know—actually doing it—but the *Dial's* seat was empty all the trip.

HENRY BLACKMAN SELL.

When Shakespeare Sold for a Song

THE happenings of the last few years in the auction market of rare books have rather accustomed book lovers, to seeing rare items of the Elizabethan period flow steadily toward America, a habit so firmly fixed in our minds that there is more than usual interest in reprinting a clipping which appeared in the *New York Tribune* of October 26, 1860, which has been sent to us by Jerome Williams, of Kingston, New York. The clipping refers to the fact that the public showed greater interest in "copper-skinned Tommy" than in Shakespeare quartos, and Mr. Williams explains that the "Tomnies" referred to were the members of the party of Japanese who were then making a tour of the United States. The *Tribune* said:

"If one may judge by the Burton library sale, the Bard of Avon stands nowhere in sight of a copper-skinned Tommy in the esteem of the wealth and intelligence of New York. On the occasion of that scandalous ball given to the Aldermen and their rowdy friends, under pretense of entertaining Tommy and his fellows, more money was offered by a dozen of our "first citizens" for tickets than would have saved the city from the shame of allowing all the scarce editions of Shakespeare sold on Saturday to go back to England. Not one of the original folios—not one of the very rare early editions of single plays—not even the Halliwell folio, now in progress—was deemed of the slightest importance. The mass

of books up to Shakesperiana had gone to keepers of stalls and second-hand shops, and it was hoped that at the climax some of our rich men would do something for the credit of the city; but they were not there—the seats held the same men who came to buy 'Tom Jones' and 'The Wandering Jew,' not one member of the theatrical profession appeared, not one liberal patron of letters, and the only parties interested beyond the making of a few cents on resale of their purchases, were a few sorrowful bibliomaniacs too poor to purchase 'Poor Richard's Almanac.' In the language of the discouraged auctioneer, 'in view of the lavish outlay of thousands for a few hours' discomfort at the Prince's ball, this deliberate sacrifice of the best collection of the kind in America was most disgraceful.' The earliest printed play in the sale was 'Pericles,' London, 1619; sold for \$48; goes to London. 'King John,' 1622, \$24; 'Henry IV.,' 1639, \$18.25; 'Richard II.,' 1634, \$25; another 'Henry IV.,' 1622, \$28; 'Hamlet,' 1637, \$14; 'Othello,' 1622, \$8.25; 'As You Like It,' 1723, \$8.37; 'Timon,' 1678, \$5; Garrick's 'Romeo and Juliet,' 1770, \$4.25, and so on, all for London. Of the doubtful plays, 'Sir John Oldcastle,' 1600, brought \$15.50; 'Lancaster and York,' 1619, \$14; 'Merry Devil of Edmonton,' 1617, \$11; 'Faure Ins,' 1631, \$10. The folio of 1623, printed by Jaggard & Blount, a fine copy which

cost Mr. Burton £82 14s., brought \$375, and goes to London. The second folio, 1632, \$127.50, same destination; third folio, 1660, partly reprint, \$105, also for England; a folio of 1675, \$65, for London. These were followed by about twenty editions, mostly English, varying from two to twelve volumes, and bringing an average of about \$2 per volume, except Boydell's folio, a presentation copy, illustrated, and very splendidly got up, which reached \$20 per volume. Boydell's large plates, superior impressions, brought 35 cents apiece. Then came the jewel of the sale, Halliwell's folio. This work, now in progress, exhausts Shakespearian history, and presents everything of the least interest on the subject. As a monument of typographic art it has no equal. Ten volumes are out, and ten are to come, and only 150 copies are printed, the plates being thereafter destroyed. The whole work is paid for, the purchaser having to assume only charges for freight and duties. It was started at \$200, and went up \$5 and \$2.50 a bid until it reached \$305, when it was knocked down to a London purchaser, who was prepared, if necessary, to go much higher. We presume it goes to Mr. Halliwell himself, as he was anxious to get it. Thus all the great editions go back to the place they came from. Twenty years hence Halliwell's edition will sell for \$1,000."

Thirty-Six Books Called Worth While

New York Public Library Selects a Shelf of Literature

THE New York Public Library has issued a list of thirty-six books, not a list of classics, not including all the great masterpieces of literature as some of the greatest books in the world—the Bible and Shakespeare, for example—were excluded at the start, "because everybody is supposed to know about them"; but a list compiled at the request of a news syndicate, which asked for the names of "thirty-six good books which a man or a woman might read as a winter program of self-development." Following is the list which was furnished in answer to the request:

"Kim," by Kipling.
 "The Return of the Native," by Hardy.
 "The Call of the Wild," by London.
 "Adventures of Huckleberry Finn," by Mark Twain.
 "Tono-Bungay," by Wells.
 "The House of Seven Gables," by Hawthorne.
 "The Rise of Silas Lapham," by Howells.
 "Tales," by Poe.
 "The Cloister and the Hearth," by Reade.
 "Island Nights' Enchantments," by Stevenson.
 "Vanity Fair," by Thackeray.
 "A Tale of Two Cities," by Dickens.
 "Leaves of Grass," by Whitman.
 "The Golden Treasury of Songs and Lyrics," compiled by Palgrave.

"Verse," inclusive edition, 1885-1918, by Kipling.
 "The New Poetry," an anthology, by Monroe and Henderson.
 "Discovery of America," by Fiske. Two volumes.
 "France and England in North America," by Parkman. Eight volumes.
 "History of the United States from the Compromise of 1850," by Rhodes. Eight volumes.
 "The American Commonwealth," by Bryce.
 "Life and Letters of Lord Macaulay," by Trevelyan. Two volumes.
 "Life of Benjamin Franklin," by himself.
 "Life of Johnson," by Boswell.
 "Life of Benvenuto Cellini," by himself, translated by Symonds.
 "Mark Twain," a biography, by Paine. Three volumes.
 "Letters to His Children," by Roosevelt.
 "Walden," or "Life in the Woods," by Thoreau.
 "The Book of a Naturalist," by W. H. Hudson.
 "Alice's Adventures in Wonderland," by Carroll.
 "Dissertations by Mr. Dooley," by Dunne.
 "Rudder Grange," by Stockton.

"The Wind in the Willows," by Grahame.
 "Interpretations of Literature," by Hearn.
 "Essays," by Emerson.
 "Essays of Elia," by Lamb.
 "Three Plays for Puritans," by Shaw.

The number, thirty-six, says the Library, has no special significance but was the figure set by the syndicate. And it is not a list of the thirty-six "best" books. Nobody can say which are the thirty-six "best" or the hundred "best" books. It depends on the purpose of the books—"best" for what? Nor is this a "well

balanced" list; it is heavily weighted on certain sides, the Library authorities say.

American history, for instance, is the only history dealt with. And in no way can it be called a list of classics. While some of the books have stood the test of time, others are products of recent years. But each, it is emphasized, is a good representative of its class. "The authors succeeded in the tasks they set themselves," is the way the Library puts it. The great aim has been to include interesting, live reading in various fields.

The Mlle. de Maupin Case

AN interesting question has just been settled by a decision of the Appellate Division of the Supreme Court, First Department, handed down on December 24th. This involves the status of the well-known book "Mlle. de Maupin," by Gautier. In November, 1917, this book was on sale at the store of McDevitt-Wilson's, Inc., 30 Church Street, and the New York Society for the Suppression of Vice, thru John S. Sumner, its agent and secretary, obtained a warrant for the arrest of one Raymond D. Halsey, who was a salesman in the said store, and who, it was claimed by Mr. Sumner, had on a previous occasion sold him a copy of this work. The basis of the arrest was that the book was sold in violation of Section 1141 of the Penal Law.

Thereafter such proceedings were had in the Magistrate's Court and in the Court of Special Sessions that after trial in the latter court Halsey was promptly acquitted.

Action was thereafter brought by Halsey, thru his attorneys, Valentine & Chichester, against the Society for damages based on malicious prosecution by the said Society. The action was tried in April, 1919, before Mr. Justice Wagner of the Supreme Court, who held as a matter of law that the book did not violate the statute and that Sumner did not have probable cause at the time of the arrest to believe that Halsey had committed a crime by selling it, and, the matter being submitted to the jury, it promptly awarded a verdict in Mr. Halsey's favor.

Upon appeal to the Appellate Division, that court reversed the judgment, but only upon the ground that the trial court had committed error in not submitting the book to the jury and leaving it for them to say, as a question of fact, whether the book violated the statute and whether Sumner had probably cause to believe that it did, at the time he made the arrest.

The action came back for a re-trial before Justice McAvoy of the Supreme Court last May, and the matter being submitted to the jury, in accordance with the decision of the Appellate Division, they promptly found a verdict in plaintiff's favor, holding that the book did not violate the statute and that Sumner had no cause to believe that it did, and assessing damages, therefore, in the sum of \$2,500.

The Society again appealed to the Appellate Division, and the decision handed down on December 24th holds that the said book does not come within the provisions of Section 1141 of the Penal Law which prohibits the publication, sale and distribution of books, etc., of an obscene character.

It is, of course, obvious to anyone familiar with the book in question and this class of literature, that the Penal Law was not enacted to bar books having the merit of this book from general circulation and sale, and it should be gratifying to the book-trade generally that there is now authority and a court decision to that effect.

A Paris Book Week

ALL of France that is in any way connected with the business of making and distributing books admits that the French book-trade is facing a grave crisis. There has been, of course, a tendency among the various branches of the industry to lay the blame on someone else. The authors said "By their unfair treatment of us the publishers are killing French literature." The booksellers said "The publishers take away all our profits." The publishers said "It is the paper merchants who take away ours." And the paper merchants said "The Scandinavians are threatening our business with destruction." Lately there has

been a pretty general tendency among all the other branches of the book-trade to lay all the blame upon the paper manufacturers. And indeed it would seem as tho there were cause for this when 3 francs has to be paid for the paper used in a 7 franc book, and when the paper manufacturers are even now clamoring that they need additional import duties to protect them from failure. It is aptly suggested by a French publisher that it might be better if they did perish, leaving the publishers to buy all their paper outside the country, than that they should make the whole book-trade suffer for their sakes.

About the middle of November, however, an attempt was made to study the whole subject by holding a week's conference at which all branches of the book-trade were represented—writers, typographers, booksellers, publishers, printers, binders, even the iniquitous paper manufacturers. Out of the lively discussions which took place each day of this "Semaine du Livre," or Book-week, came two motions from Georges Valois which were passed unanimously. The first had to do with the paper question: it authorized the creation of a permanent paper commission to be put under the charge of the state as represented by the ministers of Commerce, Public Instruction, Foreign Affairs, and

Finance, and to be composed of delegates from the paper manufacturers, the pulp manufacturers, printers, publishers, journalists, magazine editors and authors.

The second motion authorized the formation of a permanent commission comprised of publishers, printers and binders to study methods of technical perfection which should lessen the manufacturing cost of books. The unanimity of the vote on both these measures seems to augur well for the good intentions of all concerned.

It is to be hoped that the results of the Book-week may provide a remedy for the existing evils.

National Thrift Week

A VERY large campaign of publicity has been launched by various interested organizations, including banks, insurance, real estate men and others, to push the thrift idea in every section of the country. This campaign centers on a thrift week beginning on Franklin's birthday, January 17th. There are many books on thrift that the dealer might well put forward at this time, some of these being listed as below in a list prepared by the Detroit Public Library:

THRIFT

- Atwood, "How to Get Ahead." *Bobbs*.
 Bowsfield, "How Boys and Girls Can Earn Money." *Forbes*.
 Brookman, "Family Expense Account." *Heath*.
 Carleton, "One Way Out." *Grosset*.
 Clay, "Sound Investing." *Moody Magazine and Book Co.*
 Escher, "Practical Investing." *Bankers' Pub.*
 Fowler, "How to Save Money." *McClurg*.
 Hall, "Thrift." *Huebsch*.
 Harrison, "Thrift."
 Kirkpatrick, "The Use of Money," *Bobbs*.
 MacGregor, "The Book of Thrift." *Funk & W.*
 "Talks on Thrift." *Bankers' Pub.*
 Pritchard and Turkington, "Stories of Thrift for Young Americans." *Scribner*.
 Richardson, "Adventures in Thrift." *Bobbs*.

HOME ECONOMY

- Birge, "True Food Values and Their Low Costs." *Sully*.
 Brewster, "The Nutrition of a Household." *Houghton*.
 Bruère, "Increasing Home Efficiency." *Macmillan*.
 Child, "The Efficient Kitchen." *McBride*.
 Croy, "1,000 Shorter Ways Around the House." *Putnam*.
 Farmer, "A B C of Home Saving." *Harper*.
 Nesbitt, "Low Cost Cooking." *Am. Sch. of Home Economics*.
 Rose, "Feeding the Family." *Macmillan*.
 Wiley, "1,001 Tests of Foods." *Hearst's Int. Library*.

Unknown to Americans

IT is a common habit among us to believe that Englishmen are very slow to recognize writers and to expect to find English reviewers and writers unfamiliar with names currently known in this country. The other side of this situation is shown in a London letter from St. John Ervine, printed in the *New York Evening Post*.

Speaking of Vachel Lindsay, he says: "Vachel Lindsay is now back in Springfield, Ill. I think he enjoyed himself over here. He certainly created much excitement among those who are interested in poetry, and not all of it was favorable to him. Most of it was. It is impossible to listen to him reciting his work without being aware of something deeply-felt and rough and violent and beautiful, and many who came to laugh remained to admire.

"I am amazed at the real ignorance of Americans whom one meets over here concerning American writers. I lunched one day with a lovely and charming American lady, and she begged me to tell her, if I could, the name of a writer whom she had heard John Drinkwater praise during a visit to his house. She could not remember the name of this writer, and she had been ashamed to ask Drinkwater for particulars of him because this would reveal her ignorance. After many efforts to recall his name she gave up the attempt, and then I said, 'Was his name Vachel Lindsay?' to which she replied, 'Oh, yes! That was it. Who was he?' I then informed her with much precision that Vachel Lindsay is a remarkable American poet—a countryman of hers—and invited her to come and hear him recite on the following evening. During my stay in New York I found many people there very familiar with the names, if not with the works, of English writers who were totally unaware of even the names of some of the more meritable American writers whose work is quite well-known over here. Rum, isn't it?"

A CAMBRIDGE magazine summed up the effect of Vachel Lindsay in England "And those who came to scoff remained to sway."

Another Analysis of Retailing Cost

THE Bureau of Business Research of Harvard University, whose investigations into business statistics and methods have been so valuable to merchants, has just published a bulletin on the "Operating Expenses in Retail Drug Stores in 1919." These statistics show that the lowest expense given by any store was 17.7%, and the highest 42.9%; the average was 27.6%. The figures as printed below give valuable opportunity for a retailer to compare them with his own figures.

There are, of course, many points at which it would not be possible to make an accurate comparison with the bookstore. In the important item of rent, for instance, altho a drug store occupies almost always the most expensive corner, it obtains from its location, by keeping open evenings and Sundays, a really lower percentage cost than a bookstore can obtain. This is shown in the figure of 2.8% for rental. There would also be a much lower delivery expense, as almost all items from a

drug store are carried, and, because the business is principally cash, a smaller item for bad debts.

As is recommended by business accountants, freight and express on incoming goods is not included in expenses, but added to merchandise cost, so a bookseller will have to bear in mind that if his average discount is 36%, and his cost of freight and express to his store average 2%, he will, if the cost of doing business runs to 28% or 30%, have a net margin of 4% to 6%. This drug store budget shows an item for depreciation of store equipment, but none for depreciation of stock, which is often estimated at about 2% in a bookstore.

In order to make comparison possible, an estimate of bookstore figures is placed with this report, these figures being based on recent estimates from retailers, but are not substantiated on any wide range of questioning as are the figures for the drug stores, given by the Harvard Bureau.

OPERATING EXPENSES IN RETAIL DRUG STORES IN 1919, COLLECTED BY THE BUREAU OF
BUSINESS RESEARCH, HARVARD UNIVERSITY.
NET SALES=100 PER CENT.

	OPERATING EXPENSES OF			
	DRUG STORES		BOOKSTORES	
	Lowest	Highest	Common	
Wages of Salesforce	7.0%	20.8%	12.0%	8.
Advertising	0.04	4.0	0.7	2.
Boxes, Wrappings and Other Selling Expense.....	0.1	2.4	0.6	.5
<i>Total Selling Expense</i>	<i>8.5</i>	<i>22.5</i>	<i>13.3</i>	<i>10.5</i>
Delivery Expense		3.8	0.1	2.2
Buying, Management and Office Salaries.....	0.6	10.9	3.6	3.5
Office Supplies, Postage & Other Management Expense	0.1	1.5	0.3	1.3
<i>Total Buying and Management Expense....</i>	<i>0.7</i>	<i>10.9</i>	<i>3.9</i>	<i>7.</i>
Rent	0.8	11.0	2.8	5.
Heat, Light and Power	0.2	2.4	0.8	.4
Taxes (except on buildings, income & profits)	0.03	2.2	0.4	.4
Insurance (except on buildings)	0.1	1.4	0.4	.4
Repairs of Store Equipment	0.03	4.1	0.2	.2
Depreciation of Store Equipment	0.1	2.7	0.6	.5
Total Interest	1.1	11.8	3.1	2.
<i>Total Fixed Charges and Upkeep Expense.....</i>	<i>4.3</i>	<i>16.5</i>	<i>8.5</i>	<i>9.</i>
Miscellaneous Expense	0.1	3.7	1.5	1.
Losses from Bad Debts		2.4	0.3	.5
Depreciation on Stock				2.
<i>Total Expense</i>	<i>17.7</i>	<i>42.9</i>	<i>27.6</i>	<i>30.</i>

The Years Fluctuations in Exchange

WHEN the year 1920 opened it was very generally felt that foreign exchange, which had suffered such wide fluctuations, would probably steady itself during the year as the European countries settled down to production. It has, however, been a year of great ups and downs, and almost all the rates of exchange show a marked recession from the levels of a year ago. These have become so marked as to become a practical prohibition against Europe's buying any of our books, and even in Canada the dealers must pay about 15 per cent differential on account of the exchange, whereas a year ago it was not more than half of that amount. The publishing business in this country is only to a very slight extent an export business, so that the variations in exchange are not as serious in effect as they are to other lines of merchandise, but at the same time America looks forward to larger export relations in this field, and the cutting off of trade not only sets back this possible development, but it is also a disadvantage to the nation itself in that it prevents American thought and ideas from reaching other countries. The levels in the last week in December compared to a year ago are as follows:

		To- Day	Year Ago
Great Britain	Par \$4.86 per sov.	3.53	3.82
France	Par 19.3 cents per franc	5.93	9.46
Italy	Par 19.3 cents per lira	3.42	7.68
Germany	Par 23.8 cents per mark	1.40	2.10
Holland	Par 40.2 c. per florin	31.375	37.625
Spain	Par 19.3 c. per peseta	12.95	19.45
Switzerland	Par 19.3 c. per franc	15.25	18.11
China (Hongkong)	Cents per silver dollar	56.35	96.50
China (Peking)	Cents per tael	79.00	180.00
China (Shanghai)	Cents per tael	73.00	169.00
Japan	Par 49.8 c. per yen	48.875	50.50
Canada	Par 100 c. per Canadian dollar	Demand 84.6	92.9

Pilgrim Libraries

A COLUMNIST in the Philadelphia *North American* has hit upon one aspect of the Pilgrim year which deserves comment in book-trade circles. "The Pilgrim-fathers," he points out, "brought with them a notable number of good books, considering the small space at their disposal on the Mayflower. Miles Standish, for example, had fifty volumes and of thirty-seven pioneers, the inventory of whose estates is preserved in old records, only four were worth more than \$1,000, but none had less than \$5 worth of books and eleven had more than \$25 worth. Elder Brewster had a library of 400 volumes, and Governor Bradford had eighty books on his shelves. The Rev. John Harvard, whose monument is the great university that bears his name, had a library of 300 volumes."

The writer goes on to point out that in view of the fact that the average family in the United States buys about two books a year, this historical data is both interesting and incriminating.

"If we bought more good books and went to fewer bad movies, we'd not only have a far better time, but also equip ourselves for happier and more useful living. Each family should buy at least one good book a month. These books should be read and passed around. In every home there should be a Bible and a set of Shakespeare, and on these as a foundation should be built up an interesting, helpful little library. No investment pays higher dividends and none is more dependable."

Chesterton Arrives

GILBERT K. CHESTERTON, who sailed from Liverpool on January 1, is to arrive in New York to-day. Chesterton is accompanied by his wife, and his first lecture is to be at the Times Square Theater on the subject of "The Ignorance of Educators." Other subjects that he will use on the tour are "Shall We Abolish the Inevitable?" and "Perils of Health." Mr. Chesterton has definitely announced that he will not write a book of American impressions.

The Atlantic Bookshelf

THE notable new books upon the *Atlantic Monthly* "Bookshelf" for January are: The Outline of History, Being a Plain History of Life and Mankind, by H. G. Wells. *Macmillan*.

The Frontier in American History, by Frederick Jackson Turner. *Holt*.

The Americanization of Edward Bok. *Scribner*.

Margot Asquith: An Autobiography. *Doran*. Shadow-Shapes: The Journal of a Wounded Woman, October, 1918-May, 1920, by Elizabeth Shepley Sergeant. *Houghton*.

Main Street: The Story of Carol Kennicott, by Sinclair Lewis. *Harcourt*.

Potterism, by Rose Macaulay. *Bon*.

German Book-Trade Organ

THE favorable result of the Frankfurt Book Exhibition has prompted the German Society for Foreign Book-trade in Leipzig to issue a special periodical, *Das Deutsche Buch*, in the interest of further extension of literary relations with foreign lands. It is their intention to bring out the first number in the latter part of December. The periodical will have a predominately bibliographical character in order to inform foreigners and especially Germans in foreign lands regarding the most important new works of German publishers. In the literary part, in addition to German writers, savants and artists, the most important of foreign authors will be noticed, in order to represent widely differing ideas.

J. C. SQUIRE, editor of the *London Mercury*, and author of several charming volumes of prose and poetry, is coming to America early next year.

How Would You Stock A Bookstore?

Articles Wanted from Booksellers' Assistants

For the best article of from 3 to 5 columns mailed in by January 25th

The Publishers' Weekly Will Pay \$25.00

Subject: "If you were running a bookstore for yourself, what principles and methods would you follow in selecting and keeping up your stock of (1) Standard Books, (2) New Publications?"

Second awards will be given for especially meritorious articles.

Articles can be printed unsigned if the competitor so chooses.

The competition is open to anyone in any retail bookstore excepting only the owners or managers.

MAIL ANSWERS BY OR BEFORE JANUARY 25TH.

University School of Retailing

A PLAN has now been fully developed for opening in September a school of retailing as part of New York University under a plan made by Dean Norris Briscoe which calls for one million dollars endowment. This plan has been developed from experiments of the New York City Training School of Teachers of Retail Selling, which has been supported by the large department stores of New York and vicinity, and which also received a contribution from the American Booksellers' Association. This latter school was directed toward training those who could in turn teach retailing, but the new school calls for a much wider scope. There would be three main divisions: day courses, night courses and short courses. The day division is to be a graduate school, granting on completion of a two years' course the degree of Master of Science in Merchandising. The students will spend half the day in the class room and half in the store, and the whole month of December and summer vacation full time in stores. The training will prepare not only retail merchants, but buyers' assistants, executives' assistants, advertising managers, advertising writers, etc. Each course will have an advisory committee chosen from experts in that particular field. Mr. B. W. Huebsch has been actively interested in this movement from its inception, and it was thru his interest that the Booksellers' Association subscribed.

Barse & Hopkins Move

IN order to take care of expansion of business, Barse & Hopkins will shortly remove from their present quarters, 28 West 23rd Street, New York, to Newark, N. J. Their present offices occupying the entire top floor have housed their printing and binding plant, stock room, sales room and general offices for the past five years. The new building in Newark will provide twice the amount of floor space and give room for still further expansion. It is a four-story structure, 21-39 Division Street, and near Broad, and within a stone's throw of the Lacakwanna Station and freight yards. The building has been purchased by Barse & Hopkins, and Charles E. Graham & Co., acting conjointly, who are now sole owners, holding it as the Quinby Building, Incorporated. Barse & Hopkins will occupy the top floor, Charles E. Graham & Co. will be located on the second floor, and the remaining two floors will be sublet. Each floor represents a space of about 34,000 square feet. It will be occupied about February 1st.

New York offices will also be maintained by Barse & Hopkins, at 23-25 East 26th Street. These will be confined to sales and sample rooms, and editorial department; all other offices being housed in the Newark building. The New York headquarters will be opened early in January.

Camac Street

PHILADELPHIA has in Camac Street a landmark that other cities have often envied, a street near the heart of the business district so quiet and retired that the very spirit of the old Philadelphia is carried on; a street now lined with friendly club houses, to which business men and professional people can retreat for an hour or so at midday. Among the ten clubs that line the narrow lane is the Franklin Inn Club, where so many book-trade gatherings have been held, where publishers gather with author and artist for informal noon lunch.

These clubs are now to co-operate in still further preserving the old time atmosphere. Window boxes are to line both sides of the street, the old-fashioned hitching posts and lamp-posts are to be preserved and renewed, and at the entrance of the street from Walnut there is to be a bronze tablet, directing people to the clubs that are to be found there.

A CLEVER way to suggest the peculiar value of books in a boy's day was developed in a sign that was used in connection with an exhibit of Boy Scout books at Schwartz's Store in New York. This sign was connected up definitely with Boy Scout books. The same text changed to suit any boy's reading would be an admirable window card for any bookstore to keep in mind and try out.

How Many Muscles in a Boy's Body?
Some say 326, some go as high as 500,
but anyhow—

There is not *one* to keep him quiet.
Stories of scouting, full of wholesome
fun and adventure, are a boy's best
friends and will keep him quiet.

The organization most deeply interested
in a boy's welfare—the Boy
Scouts of America—endorses the books
shown in this window.

French Book House Activities

A STATEMENT of general purposes and an outline of the Association's usefulness to the book-trade have just been issued by La Maison Du Livre Français in a circular that bears the general heading "The Barrier Against the Mounting Tide of Your Expenses." The Association now consists of 106 subscribing publishers and 533 booksellers, with 950 foreign correspondents. Its purposes as outlined in the circular are:

1. To centralize the book business and technical aids to bookselling.
2. To simplify relations between publishers and booksellers.
3. To facilitate the business of both publishers and booksellers, and thus to diminish their general expenses.

"Don't" the circular says, "work alone in sending orders, settling accounts, selecting

books, receiving magazines, turning stock, going after out-of-the-way books, but apply to the French Book Headquarters, and avail yourselves of the services of the Commission, assembling and information. The Headquarters helps its clients to realize great economies, and soon it will help them to even greater sales."

Paper Maker Advertising Books

A NEW channel of publicity for books has been developed thru experiments of S. D. Warren Company in their full page copy that appears in standard magazines. Warren Company is one of the best known and largest of manufacturers of book paper. It has in recent copy been describing books that had successfully used its brand of paper, as for instance a full page in this month's magazine pictures a volume of Nelson's thin paper Poe, and, after describing the place of Poe in world literature, the text points out that the publisher's ability to put Poe into a compact form is due to his use of Warren's India paper that will run 1420 pages to the inch. "The three volumes of Poe," it goes on to say, "measure less than two inches in thickness. The publisher who prints his books on Warren papers thinks well of his reader's general taste, as well as his taste for reading." Such an advertisement giving valuable and expensive publicity to particular books is certainly a helpful thing for the publisher who is lucky enough to have his books featured.

GUSTAVUS T. KIRBY, of the American Art Galleries, has purchased two buildings on the east side of Madison Avenue, New York, between Fifty-sixth and Fifty-seventh Streets, and has added a dwelling at 57 East Fifty-seventh Street, which gives him a plot of 200 feet on the Avenue and 75 feet on Fifty-seventh Street, and 125 feet on Fifty-sixth Street. It is expected that the American Art Galleries, so long located on Twenty-third Street, and famous for years as the center of important book auctions, will in the near future occupy this property. This vicinity is near the Park Avenue location of the Anderson Galleries, and an admirable situation for a business of this character.

Tariff Revisions

THE Republican revision of the tariff laws will be started Jan. 6 by the House Ways and Means Committee. Schedule M, which consists of papers and books, comes up February 5 and 7.

The title page and Index for the Publishers' Weekly, Vol. 98 (July-December, 1920), will be mailed to any subscriber on application.

R. R. BOWKER CO.

In The Field of the Retailer



A UNIQUE BOOKCASE

New Use for Books

WHY is it," writes Dorothy Walsh, in the *Chicago Daily News*, that radiators seem always to occupy the nicest wall space in a room?" Then a solution is offered. The sketch above shows how the transformation takes place. The bookcase is built over the unsightly radiator, and the useless and unattractive part of the room is transformed into the reading corner, the most popular spot in the house. The heat from the radiator does not injure the books as it is directed out into the room instead of upward.

Why Not a Penny Sale?

A PECULIAR type of clearance sale has been developed very successfully in many stores, especially in some of the large chain drug stores. The idea is to have a sale of merchandise for a penny. The provisions of this sale are that any merchandise that formerly sold, for instance, for \$1 can be now bought two for \$1.01; \$2 merchandise, two for \$2.01. It seems to be invariably the case that people will stop and consider very carefully such a very marked reduction as this.

January is the time when much fiction that has failed to sell will be cleared out. Some of this will be worth no more than half price. Might it not be a good suggestion to sell this fiction for two volumes for \$2.01 or two volumes for \$2.05, if the odd penny savors too much of small merchant practice?

There are, of course, any number of 1920 novels that continue to have good selling value

in 1921. Especially is this true in a year that has brought so many worth-while titles, but the dealer who promptly clears out books that have ceased to have good turnover value is always in better shape for the new offerings and keeps his counters in better trim to attract the public.

Decentralization

NOT so many years ago and up to rather recently, says *Printers' Ink*, the aim of merchants was to centralize, making the clerk as nearly automatic as possible and putting the service burden on an invisible system. Change was often made in a remote office, and in some stores merchandise shot thru the air in wire baskets to a central wrapping counter.

The plan had many obvious advantages. But it also had two big disadvantages: it slowed up service and it destroyed the feeling of personal service. It gave the small store with direct service a big advantage over the big store. For, after all, people do like to pick up an article, have it wrapped up right then and there, put down their money and walk out with the bundle.

And so of late a distinct reaction seems to be taking place. The big stores have started to decentralize their service. Bundles are wrapped right behind the counter, and in many cases change is now being made by the salesperson at the counter. The big store is breaking up into a large number of little personal service stores again. Not because it wants to, but because the public insists on better, quicker service.

Among the Publishers

THERE is a rumor that Albert Einstein, author of "Relativity" (Holt) has been learning English, and will lecture in America this spring.

"COMRADES OF THE DESERT" by Ruth Thompson, is a story for boys, with the scenes laid in the west, and it is published by a western publisher, Harr Wagner, in San Francisco.

LOUISE CLOSSER HALE, author of "An American's London" recently published by the Harpers, is playing the part of Mrs. Bett in the dramatization of Zona Gale's novel, "Miss Lulu Bett" which opened at the Belmont theater, New York, recently.

MARY AUGUSTA AUSTEN-LEIGH'S "Personal Aspects of Jane Austen" draws a charming picture of Jane Austen's home life and corrects many current errors about Jane Austen, such as the oft-repeated, "lived aside from the world" "narrow experience." The book (Dutton) is delightfully illustrated.

THE FOURTH volume in the annual College Anthologies published by the Stratford Company, "The Poets of the Future—A College Anthology for 1918-20," has just made its appearance. Poetry lovers need not approach it with scornful condescension; there is much in the volume to enjoy, and as an institution to encourage young poets in America the annual volumes deserve encouragement.

A NEW ADDITION to *The Century Books of Useful Science* is "The New Stone Age" by Harrison E. Howe of the National Research Council. The book is written in non-technical language. The author points out that we moderns would find it quite possible to surpass the pyramids of old if there were now any market for pyramids. Pitman also has a new book called "Reinforced Concrete" including the New Standard Notation of the Concrete Institute. It is the work of W. Noble Twelvetrees, past president of the Society of Engineers.

JOSEPH A. MOSHER'S new book, "The Effective Speaking Voice" attempts, the author says in its preface, to embody certain convictions derived from the writer's experience during the past twelve years in teaching oral expression. Dr. Mosher is Assistant Professor of Public Speaking in the College of the City of New York. The special feature of the volume is the combination of principles with classified selections for practical application. (Macmillan.)

DOUBLEDAY, PAGE announces that "The Great Pearl Secret" the last novel which C. N. and A. M. Williamson finished before Mr. Williamson's death will appear on January 21.

ALFRED A. KNOPF has just reissued W. Somerset Maugham's "The Land of the Blessed Virgin" under the new title, "Andalusia."

ROBERT CORTES HOLLIDAY, in his latest book, "Men and Books and Cities" (Doran) offered an "affectionately inscribed copy" of his "Walking Stick Papers" to anyone who would return his lost copy of Hilaire Belloc's "The Path to Rome." The offer contained a "no questions asked" clause. A gentleman living in Columbia, Pa., has just claimed the reward.

"THE CALL TO UNITY" is the book title of the Bedell Lectures for 1919, delivered at Kenyon College, May 24 and 25, 1920, by William T. Manning, rector of Trinity Church, New York. (Macmillan.)

"FOUNDATIONS OF FEMINISM," by Avrom Barnett, presents the original theory that women possess a superior variability to men, that is to say, their possibilities for attaining genius are greater. He summarizes what has been learned of the effects upon women of their entrance into the business and industrial world, stressing the relation of the women movement and the broader aspects of economic re-adjustment in the labor field (McBride).

"GRAPHIC ARTS," by Joseph Pennell, and "Modern Tendencies in Sculptures," by Lorado Taft, originally announced for November publication, will not be issued until the latter part of January by the University of Chicago Press. These two volumes in the Scammon Lectures are being published for the Art Institute of Chicago, which announces that the rigid requirements of the art work necessitate the postponement. Notice of the definite date of publication will be furnished later.

IN THE INTRODUCTION to Amy Murray's "Father Allan's Island," Padraic Colum writes, "Lately we have been hearing a great deal about Islands elsewhere—Islands in tropic seas, where there are fruits and fragrance and flower-birdled girls. Miss Murray brings us to an Island at the other side of all this—

Where many's the sowing of storms,
Where few are the sowing of seeds.

And amongst a people who have it in them to awaken in us all that is heroic and austere. It is this shore, "trod by no tropic feet," that still holds the visions and the music, and the memories of lovers and saints and rovers of an honour-keeping race. (Harcourt.)

Obituary Notes

ARTHUR J. BOWDEN, a well-known authority on rare book values, died in New York on January 4th. He was born in England in 1864 and came to New York in 1889 on an engagement with Dodd, Mead & Company, when they conducted a retail department of their business at Broadway and Eighth Street. He was at various times associated with John J. Mitchell, George D. Smith and George H. Richmond. At one period after the death of Mr. Richmond, he conducted for the Richmond estate a bookshop at 19 East Forty-fifth Street. His bibliographical knowledge was admittedly prodigious, and in the trade he ranked as one of the very few outstanding authorities on editions and values.

Communications

A Prophet Without Honor

5253 Germantown Ave., Philadelphia,

Dec 28, 1920.

Editor, PUBLISHERS' WEEKLY:

I wonder if a recent experience of mine would throw any light on the problem of why booksellers are not millionaires. The only bad thing about this story is that it sounds like a lie. Actually the facts are as stated, and are not exaggerated in the least. In fact, they are genuinely conservative, and showed me something about which I have been thinking considerably ever since.

Just before Christmas I heard a friend express a desire to read the Autobiography of Benjamin Franklin. I went down town next day to buy him a copy.

Starting in the center of things, I stopped at a big general store. Was told that they usually carried it, but that it was out of stock. Tried to sell me a fine edition of some heavy six volume biography of Franklin.

At the next store in the line of march, a girl looked wildly at me, then turned to shelf. After a long look she said: "All the autobiographies are there, and I don't find his. Are you quite sure he wrote one?"

Next store: "Out of stock."

Another department store: Wait. Wait. Wait. Then—"We don't seem to have it. I am sure, tho, you can find an illustrated juvenile edition among the children's Christmas books." That was rather too much, and I demanded to see the buyer or head of department. Lofty lady looked down on me frigidly and heard my request. "No, we don't have it. Nobody ever asks for it, and it will probably be years before I hear of it again. There are only one or two editions of it. Yes, there is an illustrated children's edition in boards."

At a bookstore. Long searching. Then a charming lady told me: "We don't have the Autobiography, but here is Bruce's Biography, and you will find it so much better."

Further down the street: Long searching. "I know we have it in many editions, but things are so confused at holiday time that I can't seem to locate it. Sorry."

Another large bookstore: Tall, beautiful

young man. "What can I find for you?" . . . No, we wouldn't have that." "But why?" "Oh, we wouldn't."

Then I exploded and informed the youth that I had been in that store to buy books six times recently, and not once did I get what I wanted. He elevated his eye-brows and said: "That is too bad. We have a very large stock, and carry everything worth while."

I have not yet succeeded in buying poor Ben.

Sincerely yours,

JOHN W. IRWIN.

Importers Lament

Covington, Kentucky,

January 1, 1921.

Editor, PUBLISHERS' WEEKLY:

In your number for December 18, you refer to the complaints of English dealers that during the last three months there is a strange falling off in American orders. If the experience of other American dealers is the same as mine the reason is not far to seek.

I advertised in the PUBLISHERS' WEEKLY for books in my line. The line is a "narrow" one. In due time I began to receive reports from English booksellers. Hardly anything was offered me, except the flotsam and jetsam. The prices quoted me were from 50 to 100 per cent more than I offer to sell at and pay postage. Bohn Library Books which were five shilling books but I believe are now seven shillings, sixpence new, were quoted me second-hand at 7/6. This was typical of the lists and reports generally. Possibly they have the idea that America is rich and will pay any price for anything. What has been the experience of other American dealers?

Respectfully,

WILL H. LYONS,

Importer and dealer in Chess,
Checker and Whist Books.

THE ANNUAL DINNER of the Women's National Book Association will be held at the Hotel Brevoort, Fifth Avenue and 8th Street, on Tuesday evening, January 25th at 7 p. m. Tickets are obtainable at the office of Belle Walker, c/o Bookseller, Newsdealer and Stationer, 156 Fifth Avenue, and are \$3.50 each.

Business Notes

THE CONNECTION of Will D. Howe with the corporation of Harcourt, Brace and Howe, Inc., was terminated on January 1. The firm will continue without change of policy under the name of Harcourt, Brace and Company. The present officers are: Alfred Harcourt, President and Secretary; Donald C. Brace, Vice-President and Treasurer; J. E. Spingarn, Vice-President.

LONDON.—Stanley Unwin has acquired a controlling interest in The Swarthmore Press, Ltd., of 72 Oxford St., London, and joined the board as Managing Director. The sale and distribution of the Swarthmore Press publications (other than the periodicals and Hymn Books) will in future be effected by George Allen & Unwin, Ltd.

THE WEEKLY RECORD OF NEW PUBLICATIONS

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth. Imprint date is stated [or best available date, preferably copyright date, in brackets] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 10cm.); sq., obl., nar., designate square, oblong, narrow.

Aristotle

The works of Aristotle; tr. in English under the editorship of W. D. Ross; new sections of v. X; *Oeconomica* tr. by E. S. Forster; *Atheniensium republica* tr. by F. G. Kenyon; in one part. N. Y., Oxford Univ. Press pap. \$2.25

Bailey, Carolyn Sherwin

The enchanted bugle; and other stories. 32 p. D (Instructor literature ser.) c. '20 Dansville, N. Y., F. A. Owen Pub. Co. pap. 7 c.; 12 c.

Bakel, Oliver S., ed.

The Methodist year book; 1921. 340 p. pors. D N. Y. and Cin., Methodist Bk. Concern pap. 50 c.

Barr, Martin W., and Maloney, E. F.

Types of mental defectives. 200 p. il. O [c. '20] Phil., P. Blakiston's Sons & Co., 1012 Walnut St. \$3 n.

Barnett, Avrom

Foundations of feminism; a critique. 345 p. (11½ p. bibl.) D c. N. Y., Robert M. McBride & Co., 7 West 16th St. \$2.50 n.

Partial contents: Biological foundations; Sex and feminism; Sex differences as a basis for sex spheres; Labor and motherhood.

Benziger Brothers

Benziger's advanced geography for the use of Catholic schools; new, rev. ed. 230 p. il.

col. maps Q '20 c. '11-'20 N. Y., Benziger Bros. \$1.75 n.

Benziger's elementary geography for Catholic schools; new, rev. ed. 135 p. il. col. maps Q '20 c. '09-'20 N. Y., Benziger Bros. 85 c. n.

Bernhardt, Joshua

Government control of the sugar industry in the United States; an account of the work of the United States Food Administration and the United States Sugar Equalization Board, inc. 10+272 p. D [c. '20] N. Y., Macmillan \$2.50 n.

Partial contents: "Mobilization" of the sugar industry by the sugar division of the Food Administration; Reimposition of war-time restrictions; The contracts between the producers or refiners and the U. S. Government. The author is sugar statistician, U. S. Food Administration.

Blatt, Heiman Kimmel, comp.

Sons of men; Evansville's [Ind.] war record. 316+18 p. front. pors. O [c. '20] Evansville, Ind., Abe P. Madison \$3.85

Bottone, A. E. R.

How to manage the dynamo; a handbook for engineers, electric light engineers, and electro-platers; 6th ed., rev. by C. Sylvester. 77 p. il. pls. tabs. (part fold.) diags. (part fold.) S N. Y., Isaac Pitman & Sons, 2 W. 45th St. 65 c.

Bailey, John

Poetry and commonplace. 24 p. O (British Academy Warton lecture on English poetry) N. Y., Oxford Univ. Press pap. 70 c.

Baruch, Bernard Mannes

Address [by author] at the re-union of the members of the War Industries Board; Washington, D. C., December 10, 1920. 7 p. O N. Y., [Author], 15 E. 49th St. pap. gratis

Putting farming on a modern business basis; being a copy of a letter to the Secretary of the Kansas State Board of Agriculture. [December 3rd, 1920.] 10 p. O N. Y., [Author], 15 E. 49th St. pap. gratis

Berachya, Hanakdan

Dodi ve-nechdi [Uncle and nephew]; the work now ed. from mss. at Munich and Oxford; with an English tr., introd., etc., to which is added the first English tr. from the Latin of Adelard of Bath's *Quaestiones naturales* by Hermann Gollancz. 22+220 p. O N. Y., Oxford Univ. Press \$9.45 n.

Berkeley, Comyns, and Bonney, Victor

The difficulties and emergencies of obstetric practice. 3rd ed., rev. 12+809 p. il. O [c. '20] Phil., P. Blakiston's Son & Co., 1012 Walnut St. \$11 n.

Bowley, Arthur L.

The change in the distribution of the national income, 1880-1913. 27 p. O N. Y., Oxford Univ. Press pap. 90 c.

British Museum

Miniatures of the life of St. Cuthbert; from a late 12th century mss. executed at Durham Cathedral Priory; 15 pictorial post-cards in envelope. S N. Y., Oxford Univ. Press 50 c.

Brown, C. J.

Catalogue of coins in the Provincial Museum, Lucknow; coins of the Mughal emperors. 2 v.; v. 1, Prefaces and plates; v. 2, Catalogue; published for the United Provinces Government. 90; 468 p. pls. map O N. Y., Oxford Univ. Press \$22.50 n.

Bousfield, Paul

The elements of practical psycho-analysis. 276 p. O N. Y., Dutton \$5 n.

The author is physician to the London Neurological Clinic.

Bumpus, Thomas Francis

The cathedrals of Central Italy. 5+320 p. front. pls. D N. Y., Dutton \$3 n.

Published in 1911 by James Pott.

The cathedrals and churches of Rome and Southern Italy. 7+295 p. front. pls. D N. Y., Dutton \$3 n.

Published in 1912 by James Pott.

Cabell, James Branch

The cords of vanity; a comedy of shirking; with an introd. by Wilson Follett. 15+330 p. D '20 c. '09-'20 N. Y., McBride & Co. \$2 n.

Published in 1909 by Doubleday.

Camp, James McIntyre, and Francis, C. B.

The making, shaping and treating of steel. 38+614 p. il. maps tabs. diagrs. D c. '20 Pittsburgh, Pa., J. M. Camp, Carnegie Steel Co. \$5

Chancellor, Edwin Beresford

The XVIIIth century in London; an account of its social life and arts. 271 p. col. front. pls. Q N. Y., Scribner \$12 n.

Partial contents: The social life of the period; Street topography; Clubs, coffee-houses and taverns; The churches; Architectural relics of the period. The book is illustrated from photographs and old prints.

Coleridge, Samuel Taylor

Coleridge's The rime of the ancient mariner, and other poems; with introd., notes and an appendix by Louise Pound. 144 p. front. (por.) S (Lippincott's classics, v. 4) c. '20 Phil., J. B. Lippincott Co., 227 South 6th St. 80 c. n.

Colson, Elizabeth

A first primary book in religion. 260 p. (3½ p. bibl.) front. music D (The Abingdon religious educ. texts) [c. '20] N. Y. and Cin., The Abingdon Press \$1.75 n.

Plans for work in the primary classes of the Sunday school.

Copaux, H., and Leffmann, Henry

Introduction to general chemistry. 10+195 p. il. O [c. '20] Phil., Blakiston \$2 n.

Coward, Thomas Alfred

The birds of the British Isles and their eggs; 2nd ser., comprising families anatidae to tetraonidae; with 213 accurately colored il., reproduced from Lilford's work. 384 p. pls. S (Wayside and woodland ser.) N. Y., Frederick Warne & Co., 26 East 22nd St. \$5 n.

Cradock, Mrs. H. C.

Peggy's twins; with 10 il. in col. and line by Honor C. Appleton. 62 p. pls. O N. Y., Macmillan \$2.50 n.

A story for children.

Creighton, James Edwin

An introductory logic; 4th ed., rev. with the addition of new problems and examples. 16+502 p. D '20 c. '98-'20 N. Y., Macmillan \$2.10 n.

Crawford, Leonidas W.

Vocations within the Church. 211 p. tabs. D (The Abingdon religious educ. texts) [c. '20] N. Y. and Cin., The Abingdon Press \$1.25 n.

Partial contents: The measure of a vocation; The ministry of preaching; The medical ministry of the church; The church a publisher; Social ministry in foreign fields.

Cushman, Mrs. Emma Crow

Shadows in the glass. [verse] 7+22 p. D c. '20 Bost., Christopher Pub. House, 1140 Columbus Ave. priv. pr.

Davis, Edward Everett

The 20th century rural school. 6+242 p. D c. '20 Indianapolis, Ind., The Bobbs-Merrill Co., 11 E. Vermont St. \$1.75

Davis, Franklyn Pierre, ed.

Anthology of newspaper verse for 1919; and a year book of newspaper poetry. 162 p. D [c. '20] Enid, Okla., The Frank P. Davis Co. bds. \$2 n.

Poems gathered from the newspapers of the United States.

Densmore, Hiram Delos

Laboratory and field exercises for general botany. 8+199 p. il. D c. '20 Bost., Ginn & Co., 15 Ashburton Pl. 84 c. n.

Dow, Grove Samuel

Introduction to the principles of sociology; a text-book for colleges and universities. 505 p. (10 p. bibl.) O c. '20 Waco, Tex., Baylor Univ. Press \$2.75 n.

Dudden, Frederick Homes

The dead and the living, and other sermons. 7+120 p. D N. Y., Longmans, Green \$1.75 n.

Duffield, Kenneth Graham

The little puppy that wanted to know too much. 63 p. col. il. S (Wee book ser.) [c. '20] Phil., Altamus bds. 50 c.

Edgerly, Webster [Shaftesbury, Edmund, pseud.]

The goal of creation; a constructive course in human progress within the temple of great achievements. 464 p. O c. '20 Hopewell, N. J., Ralston Health Club \$25

Byrd, William

Sacerdotes Domini [Then did priests make offering]; motet for four voices; ed. with an English text by R. R. Terry. 4 p. music O (Carnegie collection of early English music) N. Y., Oxford Univ. Press pap. 15 c.

Church, A. H.

Elementary notes on the morphology of fungi.

30 p. O (Botanical memoirs, no. 7) N. Y., Oxford Univ. Press pap. 90 c.

Coan, Clarence Arthur

Southumberland's yule-tide; a practical community Christmas masque on traditional lines; in one act. 45 p. D [c. '20] N. Y., S. French, 28 W. 38th St. pap. 50 c.

Feist, Bertha E.

Grumpy Grunts and Smiley Smile indoors; with il. [in col.] by M. P. Brater. 62 p. S (Wee book ser.) [c. '20] Phil., Altemus bds. 50 c.

Ferris, Anita Brockway, comp.

Missionary program material for use with boys and girls. 7+97 p. D c. '20 N. Y., Interchurch Press, 45 W. 18th St. \$1

French, Alfred Llewellyn

A farmer's musings; poems. 103 p. front. (por.) D c. '20 Cascade, Va., [Author] \$1.50 n.

Verses of nature, humor and sentiment.

Freshfield, Douglas William, and Montagnier, Henry F.

The life of Horace Benedict de Saussure. 12+479 p. front. (por.) pls. pors. maps (endpapers) O N. Y., Longmans, Green \$8.50 n.

The biography of the Swiss geologist who was best known to the public as the climber of Mount Blanc.

Fuller, Henry Corbin

The qualitative analysis of medicinal preparations. 2nd ed., rewritten. 8+191 p. O [c. '12-'20] N. Y., John Wiley & Sons, 432 Fourth Ave. \$2.25 n.

George, Vincent C.

Advanced shop drawing. 137 p. il. O [c. '20] N. Y., McGraw-Hill Bk. Co., 239 W. 39th St. \$1.60 n.

Published in both loose-leaf and book form.

Gorki, Maxim, pseud. [Peishkov, Aleksei Maksimovich]

A night's lodging; scenes from Russian life in 4 acts; tr. from the Russian by Edwin Hopkins. 143 p. D (Contemporary dramatists ser.) Bost., The Four Seas Co., 188 Dartmouth St. \$1.50 n.

Previously published under title "Submerged."

Grandgent, Charles Hall

Old and new; sundry papers. [The 2nd, 4th, 5th and 6th papers have been previously published.] 3+177 p. D [c. '20] Cambridge, Mass., Harvard Univ. Press \$1.50 n.

Grey, Zane

The mysterious rider; a novel; il. by Frank B. Hoffman. 335 p. front. pls. D [c. '21] N. Y., Harper \$2 n.

The story of a terrible gun fighter who mysteriously appears at one of the ranches among the hills of Colorado.

Grundy, G. B., ed.

Murray's small classical atlas. 2nd ed. various paging col. maps F N. Y., Oxford Univ. Press \$3.75 n.

H., M. C.

Little bunnye bunnyekin; a tale for wee folk; with numerous il. in color from original drawings. 62 p. S (Little bunnye bunnikin ser.) [c. '20] Phil., Altemus bds. 50 c.

Little mousie mousiekin; a tale for wee folks; with numerous il. in color from original drawings. 62 p. S (Little bunnye bunnikin ser.) [c. '20] Phil., Altemus bds. 50 c.

Hacker, John G.

Catholic hymnal; a collection of standard Catholic hymns thoroughly revised and intended chiefly for the use of Catholic colleges, academies and schools. 4+348 p. music S c. N. Y., Schwartz, Kirwin & Fauss, 42 Barclay St. 75 c. n.

Haggard, Sir Henry Rider

She and Allan. 392 p. col. front. D '21 c. '19-'21 N. Y., Longmans, Green \$2.25 n.

A continuation of two of the author's former novels, with new light thrown upon "She."

Hall, Trowbridge

California trails; intimate guide to the old missions; the story of the California missions. 242 p. front. pls. O c. '20 N. Y., Macmillan \$5 n.

The story of the roads, the country, people and folk lore connected with the mission country.

Hamor, William Allen, and Padgett, Fred Warde

The technical examination of crude petroleum, petroleum products and natural gas. 591 p. il. O [c. '20] N. Y., McGraw-Hill \$6 n.

Hatt, William Kendrick, and Voss, Walter C.

Concrete work; v. 1; a book to aid the self-development of workers in concrete, and for students of engineering. 19+451 p. il. pls. O c. N. Y., Wiley \$4 n.

This work will be complete in two volumes.

Hendryx, James Beardsley

Prairie flowers. 313 p. D c. '20 N. Y., Putnam \$1.90 n.

A story of western ranch life, in which Tex Benton, the hero of "The Texan," reappears.

Edmunds, Albert Joseph

The ghost-story attested by Peter and Paul that inspired the Christian religion; tr. from the oldest manuscripts, Greek, Syriac and Armenian. 8 p. Q (Tracts, 1915-1920) Phil., Innes & Sons, 129 North 12th St. bds. \$1 n.

Elliot, Robert Henry

Tropical ophthalmology. 23+525 p. col. pls. il. O N. Y., Oxford Univ. Press \$12.50 n.

English Assn.

A reference library; English language and literature. 34 p. O (Pamphlet no. 46) N. Y., Oxford Univ. Press. pap. \$1.15 n.

Goudy, Henry

Address on law reform; Imperial Law School, Ministry of Justice; codification; delivered at Gray's Inn by kind permission of the benchers on July 3, 1919. 24 p. O N. Y., Oxford Univ. Press pap. 45 c.

Grattius, F.

Gratti cynegeticon quae supersunt; cum prolegomenis, notis criticis, commentario, exegetico; edit P. J. Enk; pars prior, prolegomena et textum continens; pars altera; commentarium continens. [An old Latin work on hunting.] 153 p. O N. Y., Oxford Univ. Press \$7.20 n.

Hoffman, William Stanislaus

Richard Haddon; a romance of old Fort Crawford. 291 p. front. D [c. '20] Bost., Stratford Co. \$1.90 n.

The story of an Indian uprising in the North.

Hollingsworth, Harry Levi

The psychology of functional neuroses. 13+259 p. D c. '20 N. Y., Appleton \$2 n.

Holman, Louis Arthur

Arthur William Heintzelman, etcher; an appreciation of the man and his work; with an authoritative list of his etchings. 32 p. front. pls. D (Goodspeed's monographs, no. 1) [c. '20] Bost., Charles E. Goodspeed & Co. pap. 25 c.

Sears Gallagher's etchings of Boston; with notes on the man; and a complete list of his etched work. 27 p. front. (por.) pls. D (Goodspeed's monographs, no. 2) [c. '20] Bost., C. E. Goodspeed & Co. pap. 25 c.

Howard, Russell

Surgical nursing and the principles of surgery for nurses. 4th ed. 16+320 p. front. pls. il. D N. Y., Longmans, Green \$2.75 n.

Huneker, James Gibbons

Painted veils. 320 p. O c. '20 N. Y., Boni & Liveright, 105 West 40th St. bds. \$16 [1200 signed copies] priv. pr.

Huntington, Ellsworth, and Cushing, S. W.

Principles of human geography. 14+430 p. il. pls. O c. '20 N. Y., Wiley \$3.50 n.

Jameson, Storm

The happy highways. 306 p. D c. '20 N. Y., Century Co. \$2 n.

A story of youth's revolt against convention.

Jones, T. H., and Frier, J. D.

Aeroplane structural design; a book for designers, draughtsmen and students. 12+267 p. front. diagrs. tabs. (part fold.) charts O N. Y., Pitman \$7.50 n.

Joyce, Patrick Weston

An illustrated history of Ireland. 16+531 p. col. front. pors. il. fold. map S N. Y., Longmans, Green \$2.50 n.

A new edition, which was formerly published under the title "A Child's History of Ireland."

Kelly, Alfred Davenport

The cultus of the sacramental presence in the eucharist and in the reserved sacrament. 10+146 p. D N. Y., Macmillan \$2.40 n.

Hogarth, D. G.

Hittite seals; with particular reference to the Ashmolean collection. 12+108 p. il. pls. O N. Y., Oxford Univ. Press \$33 n.

Howe, Reginald Heber

Manual of the *Odonata* of New England. 102 p. il. maps fold. pls. O (Memoir no. 2) Concord, Mass., Thoreau Museum of Natural History, Middlesex School pap. \$1.25

Hutchinson, Crete

In cloudland; Mayview Park, Blowing Rock, North Carolina. il. plan fold. pls. O [c. '20] Wash., D. C., Judd & Detweiler pap. \$1

Jones, H. Lewis

Medical electricity; rev. and ed. by Lullum Wood

Kilner, Walter John

The human atmosphere; the aura. 7+300 p. il. diagrs. O N. Y., Dutton \$5 n.

Partial contents: The aura of healthy persons; Optical problems; The effect of different forces upon the aura; Complementary colours; The use of the complementary coloured bands in disease.

Langfield, Herbert Sidney

The aesthetic attitude. 11+287 p. pls. il. O c. '20 N. Y., Harcourt, B. & H. bds. \$3.50 n.

Partial contents: The science of beauty and ugliness; Unity and imagination; Balance and proportion; The art impulse.

Lawrence, David Herbert

Women in love. 536 p. O c. '20 N. Y., T. Seltzer [priv. pr.] \$15 [1250 copies]

Lefevre, Felicite

The cock, the mouse and the little red hen; an old tale retold; with 30 il. in color from original drawings by J. L. G. 64 p. T (Wee book ser.) [c. '20] Phil., Altamus bds. 50 c.

Lockhart, Luther Bynum

American lubricants from the standpoint of the consumer. 2nd ed., rev. and enl. 341 p. il. tabs. diagrs. O Easton, Pa., The Chemical Pub. Co. \$4

Lunn, Arnold Henry Moore

Cross-country ski-ing; with diagrs. and 8 illustrations. 118 p. front. pls. tabs. D N. Y., Dutton \$2 n.

Instructions for proper equipment, how to ski, uphill and straight running, and the etiquette of the game.

McClelland, Marion

Kaleema. 292 p. front. D c. N. Y., Century Co. \$2 n.

The love story of a young star with a theatrical company, which was making one-night-stands.

McDowall, Stewart Andrew

Beauty and the beast; an essay in evolutionary aesthetic. 92 p. D N. Y., Macmillan bds. \$3 n.

Masefield, John, and others

Ruskin, the prophet; and other centenary studies; ed. by J. Howard Whitehouse. 157 p. O N. Y., Dutton \$3.50 n.

Partial contents: "Ruskin and Plato" by Dean Inge; "Ruskin as political economist" by J. A. Hobson; "Ruskin and Shakespeare" by F. A. Dale; "Some memories of Ruskin" by H. W. Nevinson.

Bathurst. 8th ed. 175 p. il. O [c. '20] Phil., Blakiston \$6 n.

Library of Congress

Report of the Librarian of Congress; and report of the Superintendent of the library building and grounds; for the fiscal year ending June 30, 1920. 231 p. front. tabs. plans O Wash., D. C., Gov. Pr. Off., Supt. of Doc. 25 c.

MacNeal, Ward J.

Pathogenic micro-organisms; a text-book of microbiology for physicians and students of medicine; based upon William's bacteriology. 2nd ed., rev. and enl. 20+488 p. il. fold. charts D [c. '20] Phil., Blakiston \$4 n.

May, Mark Arthur

A syllabus of psychology. no paging O c. '20 Syracuse, N. Y., The University Bk. Store pap. \$1.10 n.

Merriam, Charles Edward

American political ideas; studies in the development of American political thought; 1865-1917. 475 p. D [c. '20] N. Y., Macmillan \$2.75 n.

Partial contents: Typical interpretations of democracy; The consent of the governed; Internationalism, pacifism, militarism; Government and liberty; Political ideas in American literature. The author is professor of political science, University of Chicago.

Morris, Charles

An elementary history of the United States; Pennsylvania ed. 11+380 p. il. pls. maps D Phil., J. B. Lippincott Co., 227 South 6th St. 68 c. n.

Moss, James Alfred, and Howland, Harry S.

Chateau-Thierry; an American shrine; [with original drawings by Pierre Desbois.] 34 p. il. pls. O [c. '20] Menasha, Wis., Geo. Banta Pub. Co. pap. \$1.25 n.

The story of the battlefields in the vicinity of Chateau-Thierry, which were occupied by the Americans.

Murray, Amy

Father Allan's island; with a foreword by Padraic Colum. 10+240 p. music D [c. '20] N. Y., Harcourt, B. & H. \$2.50 n.

The story of Eriskay, an island at the extreme north end of Scotland, of which Father Allan was pastor. There are about thirty representative folk songs, with music.

National Conference of Social Work

Proceedings of the National Conference of Social Work; at the 47th annual session held in New Orleans, La., April 14-21, 1920. 5+524 p. front. (por.) O [c. '20] Chic., Univ. of Chicago Press \$3.50 n.

Parrott, Retta

Library windows. [verse] 61 p. front. pls. D [c. '20] San Francisco, Cal., Harr Wagner bds. \$1.50 n.

Twenty-six sonnets of the city of Sacramento, which show the principal changes of the seasons as observed thru the windows of the City Library by the reference librarian.

Perry, Ralph Barton, comp.

Annotated bibliography of the writings of William James. 69 p. O N. Y., Longmans, Green \$2.25 n.

Compiler is professor of philosophy, Harvard University.

Madison, James

The debates in the federal convention of 1787 which framed the Constitution of the United States of America; reported by James Madison; ed. by Gaillard Hunt and James Brown Scott. 97+731 p. O Wash., D. C., Carnegie Endowment for Internat. Peace gratis

Oxford University Press

Europe, 1919; supplementary pamphlet to the Oxford geographies. 8 p. map O N. Y., Oxford Univ. Press pap. 15 c.

Phillimore, John

Motor road transport for commercial purposes; liquid fuel, steam, electricity; introd. by Sir Henry P. Maybury. 15+212 p. pls. tabs. (part fold.) O N. Y., Pitman \$4.60 n.

A guide for those who intend adopting mechanical traction methods.

Pitzman, Marsh

The fundamentals of human anatomy; including its borderland districts, from the viewpoint of a practitioner. 3+356 p. il. O c. '20 St. Louis, Mo., C. V. Mosby Co., Grand Ave. and Olive St. \$4 n.

Pryde, Anthony

Jenny Essenden. 308 p. D c. N. Y., McBride Co. \$2 n.

A romance in which there is a battle of wits, with the other woman.

Radhakrishnan, Sarvepalli

The reign of religion in contemporary philosophy. 12+461 p. O (Mysore Univ. studies) N. Y., Macmillan \$4.50 n.

Partial contents: Science, religion and philosophy; The philosophy of Professor James Ward; M. Bergson and absolute idealism; Pragmatism; The new idealism of Rudolf Eucken; The new realism of Mr. Bertrand Russell. The author is professor of philosophy, University of Mysore.

Ravi-Booth, Vincent

Why do the good suffer?; a meditation suggested by the Book of Job. 51 p. D (Library of religious thought) [c. '20] Bost., Badger \$1.50 n.

A discussion of the maladjustment between character and circumstance.

Schwartz, Isidore Adolphe

Commercial French; practical course in foreign trade correspondence and commercial reading. 9+330 p. D c. '20 N. Y., Harcourt, B. & H. \$1.60 n.

Secrist, Horace

Readings and problems in statistical methods. 427 p. tabs. D [c. '20] N. Y., Macmillan \$2.75 n.

Partial contents: Sources and collection of statistical data; Diagrammatic and graphic presentation; Principles of index number making and using; Comparison-correlation.

Selden, Frank Henry

Mechanical science in education; [articles written for *The American school board journal*, 1909; and republished in 1910 under the title *Manual training*.] 149 p. front. (por.) D (Mechanical science ser.) c. '20 Valley City, N. D., The Maudslay Press \$1.25 n.

Patterson, Stuart H.

A bank catechism. 45 p. S [c. '20] N. Y., Guaranty Trust Co. of New York, 140 B'way pap. gratis

Pearson, John W.

Employee stock ownership plans of American corporations. 42 p. O Cleveland, O., [Author], 1871 East 97th St. pap. \$10

Reinlein, Fred

A study in humbugology. 51 p. S (Circular no. 159, July 1, 1920) [c. '20] Portland, Ore., [Author], 1751 Derby St. \$5

Selders, Adelbert

Children's stories. 84 p. front. (por.) D c. '20 Albemarle, N. C., Piedmont Herald apply

Shakespeare, William

A midsummer-night's dream; ed. by Clarence Stratton. 116 p. front. (por.) S (Lippincott's classics) c. '20 Phil., Lippincott Co. 80 c. n.

Slosson, May Preston

From a quiet garden; lyrics in prose and verse. 112 p. D N. Y., Brentano's bds. \$2 n. Verses of love, nature and the family.

Smith, Albert J.

Applied graphology; a textbook on character analysis from handwriting; for practical use of the expert, the student, and the layman; arranged in form for ready reference to which is added an appendix containing a Complete compilation of the qualifications, traits, habits, and propensities of individuals; with definitions and graphological interpretations; il. with over 300 specimens. 8+197 p. O [c. '20] N. Y., Gregg Pub. Co. \$2.60 n.

Smith, Alice Mary, ed.

Short plays by representative authors. 318 p. D [c. '20] N. Y., Macmillan \$1.80

Thirteen modern plays by Jeannette Marks, John Masefield, Constance Mackay, Lady Gregory, Alfred Sutro and other writers.

Stars and Stripes (The)

Buddies; a sequel to Yanks: a book of verse; decorations by Wallgren. 77 p. il. D Wash., D. C., Eastern Supply Co., 302 Albee Bldg. pap. 50 c.

A collection of post-war verse of men who served with the A. E. F.

Stewart, Alfred Walter

Recent advances in organic chemistry; with an introd. by J. Norman Collie. 4th ed. 16+359 p. diagrs. charts (part fold.) O N. Y., Longmans, Green \$7.50 n.

Stuart, Graham Henry

French foreign policy; from Fashoda to Serajevo; 1898-1914. 12+392 p. (8 p. bibl.) D '21 c. '20 N. Y., Century Co. \$3 n.

A study of the relation of France with Turkey, Morocco, Germany, Italy and her neighbors. The author is instructor in political science, University of Wisconsin.

Sutermester, Edwin

Chemistry of pulp and paper making. 7+479 p. il. pls. O c. '20 N. Y., Wiley \$6 n.

Tennyson, Alfred Tennyson, Lord

Tennyson's Idylls of the king; with notes and introd. by Willis H. Wilcox. 183 p. front. (por.) S (Lippincott's classics, v. 3) c. '20 Phil., Lippincott Co. 80 c. n.

Thompson, Ruth

Comrades of the desert; a story for boys. 175 p. front. D [c. '20] San Francisco, Cal., Harr Wagner Pub. Co. \$1.45

The story of four boys who worked out in the desert in order to earn money enough to attend the Los Angeles High School.

Tout, Thomas Frederick

The captivity and death of Edward of Carnarvon; reprinted from The bull. of the John Rylands library, v. 6, no. 1, 1920. 50 p. O N. Y., Longmans, Green pap. 80 c. n.

Tucker, James Irwin

Contracts in engineering; interpretation and writing—commercial agreements. 2nd ed., rev. and enl. 331 p. il. O [c. '10-'20] N. Y., McGraw-Hill \$4 n.

Twelvetrees, Walter Noble

A treatise on reinforced concrete; including the new standard notation of the Concrete Institute; with a foreword on Standard notation for engineering formulae by E. Fiander Etchells. 40+264 p. tabs. (part fold.) il. diagrs. O N. Y., Pitman \$7.50 n.

A book of reference for architects, builders, engineers, surveyors and students who use the British standard.

Vulté, Hermann Theodore, and Vanderbilt, Sadie Bird

Food industries; an elementary textbook on the production and manufacture of staple foods, designed for use in high schools and colleges. 3rd ed. 10+325 p. il. O [c. '20] Easton, Pa., The Chemical Pub. Co. \$4

Wentz, Abdel Ross

History of the Evangelical Lutheran synod of Maryland of the United Lutheran church of America; 1820-1920; together with a brief sketch of each congregation of the synod and biographies of the living sons of the synod in the ministry, ed. by the author. 641 p. il. pors. O Harrisburg, Pa., Evangelical Press \$2.25 n.

Wood, George Arthur

William Shirley; Governor of Massachusetts, 1741-1756; a history. v. I. 433 p. (10½ p. bibl.) O (Studies in hist., economics and public law, v. 92, whole no. 209) N. Y., Longmans, Green \$5 n.

Society for Pure English

Preliminary announcement; with list of members. 1919. 15 p. D (Tract no. 1) N. Y., Oxford Univ. Press pap. 45 c. n.

Stroud, Alonzo Bibb

The Strouds; a colonial family of English descent. 263 p. pls. pors. coats of arms O c. Lakeland, Fla., The Child Printery priv. pr.

Warren, S. D., Company

Better paper—better printing; Warren's library

text; with examples of early and modern type faces. 6 v. 32 p. front. il. facsms. O Bost., S. D. Warren Co. gratis

Wilson, Ulysses Grant

Mammy's chillun; and other poems; some bits of humor and truth gathered at first-hand from among my people. 14 p. D c. Harrisonburg, Va., [Author] pap. 40c.

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Advertising copy must reach us Monday noon—earlier if proof is desired out-of-town. Forms close Wednesday night.

Under the headings of "BOOKS WANTED" and "BOOKS FOR SALE" subscribers are charged 15c a line (no charge for address); non-subscribers 20c a line, address extra. Bills for this service will be rendered monthly. Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

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A Receipt for Successful Advertising

Ellmore C. Patterson of the *Cosmopolitan Magazine*, in a recent interview, thus sums up his experience both as a buyer of publicity and as a seller of service.

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In the publishing field "an article of merit" is a new book that has the publishers' absolute confidence; "properly merchandized" is the thoro distribution of sales copies before publication; "nerve to exploit" is buying liberal publicity in the most effective trade journals and consumers periodicals.

January 8, 1921.

The Publishers' Weekly

Rare Books, Autographs and Prints

THE latest priced catalogs received from London indicate that prices are holding up remarkably well.

A copy of the first issue of the Gutenberg Bible, badly mutilated by having its initials cut out, recently brought \$13,750 at Sotheby's.

There will be an extraordinary lot of rare and interesting Americana sold in the auction rooms of this city during the next month.

It is not a good time to hold book sales during the week before Christmas; there are too many diversions. This has been shown many times before and the experience last month was no exception to the rule.

The manuscript of Holmes's "Professor at the Breakfast Table" recently brought \$2,300 at the American Art Galleries. When the James R. Osgood autograph letters and manuscripts were purchased and catalogs by W. E. Benjamin this manuscript was sold for \$300.

The drop in prices in the last two or three sales before the holidays does not necessarily indicate low prices for January. But dealers and collectors will find it for their interest to keep a close watch on the situation. It is quite likely that there may now be better opportunities than we have had for a long time.

A collection of Americana will be sold by Charles F. Heartman, in Rutland, January 13. The rarer items include Samuel Hookins's "Historical Memoirs Relating to the Housatunnuk Indians," 1753; Cotton Mather's "Shaking Dispensations," Boston, 1715; the first issue of Franklin's "Way to Wealth," 1779; and Colonial tracts, tracts relating to the Constitution, the Stamp Act, the French and Indian War, Thomas Paine, broadsides, books relating to Canada, the early West and first editions of American authors.

The English tax gatherer is looking for new worlds to conquer. He is now considering a tax on auction sales, the idea being based upon the remarkable boom in the auction rooms in London and the smaller towns. The general opinion prevails that such a tax would be a disappointment in many ways. Attention has been called to the fact that much of the property put up at sale is that of estates already heavily taxed. Again in the case of books and pictures the tax would probably result in sending many consignments to America, where the market is a very favorable one. In the end the results would not warrant the confusion and derangement that would follow.

The business of the late Patrick F. Madigan will be continued at its present address and under its present name by his daughter, Miss Alice Madigan, who has virtually been in charge of it for the past year.

The book and print department of the American Art Association will begin its sales of the new year on January 24 and 25. Literary property of Mrs. Franklin Bartlett consisting of library sets and books on art and furniture, a collection of book plates gathered by the late Dr. Henry C. Eno, and the private library of George W. Thompson, of this city, consisting of fine editions of American, English and French authors will then be offered for sale. On January 31, a collection of Americana will be sold consisting of books, tracts, broadsides, manuscript journals, unpublished manuscript orderly books of the French and Indian War and the American Revolution; unpublished manuscript journals of voyages to California in United States frigates; notable items relating to land grants in New York and the West; rare California views, manuscripts and imprints; important documents relating to the estate of George Washington; early American engraved music and hymn books; tracts and books relating to Colonial history. French and Indian Wars, American Revolution, early West, Abraham Lincoln and a copy of the original edition of Audubon's "Birds of America."

Part III of selections from the purchases and stock of the late George D. Smith, sold by order of his estate, will be disposed of at the Anderson Galleries on January 20 and 21. This part contains many rare and fine books of a varied character. Two items of the highest association interest are Martha Washington's family Bible and George Washington's copy of Trumbull's "McFingal" with his autograph and book plate. The Martha Washington Bible is Oxford edition of 1783 and her autograph appears in three places. An item sure to attract wide attention is a complete copy of "The Dictes and Sayings of the Philosophers," printed by William Caxton at Westminster in 1477, the first book printed in England. Two other Caxton's are in this sale, "Virgilius," printed in 1490, and Vincent de Beauvais's "Mirror of the World," 1490. Both are slightly imperfect, but their rarity in any condition makes them among the most valuable books in early English literature. Other rarities include Milton's "Paradise Lost," first edition with the first title page, a large copy of the Kilmarnock edition of the "Poems" of Robert Burns, the first edition of Walton's "Angler," the first edition of Grimm's "Popular Stories" with Cruikshank plates, the Perkins-Jones copy of the first edition of Herrick's "Hesperides," the first edition of Spenser's "Faerie Queene," "Complaints" and "Colin Clout" and many rare first editions of the Victorian period. Of the manuscripts there is an unpublished poem by Nathan Hale, an unpublished play by Thackeray, the complete manuscript of Byron's "Sardanapalus," a transcription of "The Death of Little Nell" in Dickens's handwriting, and a number of original poems by Eugene Field.

There are many autograph letters of the greatest literary and historical interest, among which are General Greene's first account of Arnold's treason and an important letter written by John Paul Jones to Thomas Jefferson. These are only a few of many items of extraordinary interest and rarity.

Year after year the number of buyers in the book sales of this city who live at a distance continues to grow. Formerly it was the almost invariable custom for out-of-town buyers to send their bids to a dealer and pay him a commission for executing them. When John Anderson, Jr., entered the auction field some twenty years ago he executed the bids of buyers unable to be present at an "order" desk with such careful attention to details, good judgment, and scrupulous fairness that many took advantage of the service which he freely gave them and were well satisfied with the results. One of the largest collectors in this city once said, "I would sooner trust John Anderson with an order than any person I know." Mail orders, now such an important factor in auction sales, are largely due to his foresight and open and honorable methods. The question has been asked, "Is it reasonable to expect an auction house to look after the buyer when it is for the interest of the consignor and the auctioneer to get as much as possible for their consignments?" The answer is simple enough: all depends upon the auctioneer and his ideals. If the auctioneer is dishonest and has no regard for his business he is quite likely to pick your pocket if you give him an opportunity. But his career and business will be short lived. The influence of the example of John Anderson, Jr., still lives; he demonstrated that the quick and permanent way to real success was in good service and thorough honesty; consignor and buyer alike were safe in his hands. America has already produced the finest type and largest group of discriminating collectors in the world; and in many cases the buyer will become a seller. In the course of his collecting he will learn who can be trusted and his consignments will go to those in whom he has confidence. The far-sighted auctioneer, in faithfully serving his buyers, is preparing the way for profitable future consignments. After all, it is for the interest of the auction house to be honorable alike in its dealings with consignor and buyer. Upstarts, with confidence in their smartness, are quite likely to invade this field again, as they have in the past, but buyers should make them earn their confidence. The book auction business is in pretty good condition in this country and it has been steadily improving in recent years. It is for the interest of everybody—auction houses, collectors and the rare book trade—that the conduct of the business continue to be kept on as high a plane as possible.

F. M. H.

Auction Calendar

Thursday afternoon, January 13th, at 1 o'clock. Rare Americana. (No. 112; Items 277.) The Heartman Auction Co., 31½ Merchants' Row, Rutland, Vt.

Thursday and Friday evenings, January 20th and 21st, at 8:15 o'clock. Selections from the purchases and stock of the late George D. Smith. (Part 3; No. 1550; Items 344.) The Anderson Galleries.

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Dean Inge, Outspoken Essays.

Beowulf.

Dante, Divine Comedy, Norton's translation.

Nibelungenlied.

Aldus Book Co.—Continued

Kant, Kritik of Pure Reason.

Paul Hease, Mary Magdalene, Eng. trans.

Surtree's Analysis of the Hunting Field, Methuen.

Beerbohm, Seven Men, first edition.

William H. Allen, 3417 Walnut St., Philadelphia

Norris, Responsibilities of the Novelist.

American Baptist Publication Society, 223 Church St., Toronto, Can.

John Wycliffe and his English Precursors, Lechler.

American Baptist Pub. Society, 1107 McGee St., Kansas City, Mo.

Prayers of the Bible, McFayden.

BOOKS WANTED—Continued

William H. Andre, 607 Kittredge Bldg., Denver, Col.
Kelmescott, Ruskin and Carlyle.

Wm. M. Bains, 1215 Market St., Philadelphia
Firkins, Ida Ten Eyck, Index to Short Stories.
Bulnes, Francisco, Whole Truth About Mexico.
Debaters' Handbook Series, Immigration, 2nd ed.
Sladen, Douglas, Japanese Marriage.
Hough, Emerson, Story of the Outlaw.
Hume, Griffith, Behind the Veil in Persia.
Laurence, D. H., White Peacock.
Hackes, Sidney, David's Practical Letterer.
Gibson's, Manual of Telephone Trouble.
Handerson, A. C., Spinning Woman of the Sky.
Mitchell, F. S., Gilding and Bronzing.
Lindall, Handbook of Valuable Information for Moving Pictures.

McCutcheon, Daughter of Anderson Crow.
Course in Penmanship, Cedar Rapids, Iowa, Inter-State Schools.

Taylor, Orpheus, Mystical Hymns.
Warner, G. S., Course in Foot Ball.
Vizetelly, Anarchists.
Atkinson, Advanced Course in Toge Philosophy.
Benson, E. F., Up and Down.
Signal Dictionary, published by McGraw.
Flammation, Urania.

Wishard, Twenty Years in Persia.
Mordaunt, Eleanor, Bellamy.
Baring, Maurice, Diminutive Drama.
Goethe, Herman and Dorothea, English.
Einstein, Theory of Relativity.
Walker, Things That Are Caesar's.
Hamsun, Play In the Gloaming, etc.
Self Quiz Sales Course, Pocket Manual for Salesmen.

MacManus, Seumas, Ballads of a Country Boy.
MacManus, Seumas, Bend of the Road.
MacManus, Seumas, Bewitched Fiddle.
MacManus, Seumas, Lad of the O'Fries.
MacManus, Seumas, Dr. Gilgannon.
MacManus, Seumas, Woman of Seven Sorrows.

Wm. Ballantyne & Sons, 1409 F St., Northwest, Washington, D. C.

Lewis, Chastity, Fowler & Wells.
Lucas, A Wanderer in Paris.
First Ten Volumes (whole or part), American Stud Book.
Today's Housewife, February, 1918; June, 1918; July, 1918.

Barnies' Bookery and General Agency, 727-729 E St., San Diego, Cal.

Bowman, Kangaroo Hunters.
Cooper, Financing an Enterprise, vol. 2.
C. S. Journal, vol. 1 to 5, Sentinel, 9 to 15.
C. S. Journal, No. 2 of v. 5, 3 of 7, 6, 7, 9 of 9, 3, 5 of 11.
De Laurence, Any.
Forester, Frank, A Day in Warwick Hills.
Lao-tse, Canon of Reason and other Confucius.
Sainsbury, Principia Therapeutics.

N. J. Bartlett & Co., 37 Cornhill, Boston, Mass.

Animal Tracks, etc., by Brunner.
Wendell's Cotton Mather.
Buchanan, God and the Man.
Mary Fisher, Valiant Woman.

C. P. Bensinger Code Book Co., 13 Whitehall St., New York

Meyers 30th Edition Cotton Code.
A B C 4th Ar Telegraph Code.
Liebers Standard Code.
Pocket Edition Western Union, Universal.
Kellys, Thomas Directories.
Any American-Foreign Language Code.

A. F. Bird, 22 Bedford St., Strand, London, Eng.
Mysteries of the Seances, E. D. Lunt.
Vampires of Onset.
Baldry Walter Colour.

The Bobbs-Merrill Co., Indianapolis, Ind.
The Cheerful Blackguard, by Roger Pocock.
Two in a Zoo, by Curtis Dunham and Oliver Herford.
The Pippen, by Evelyn Van Buren.

Brentano's, Fifth Ave. and 27th St., New York
American Dictionary of Printing and Bookmaking, Dawe.
Paper Making, Dawe.
Two Years in a Forbidden City, White.
Napoleon, Watson.
History of Monmouth and Ocean Counties, N. J., Salties.
Memories, Beresford.
Red Emerald, Scott.
Life of Henry Grady.
New Method of Art Education, Todd.
Cruise of the Asheyra, Retter.
The Ghost King.
Fidelity, Glaspell.
Bush Rangers, Irralies.
Reminiscences of South Seas, La Farge.
The Vikings Skull, Catling.
Through the Invisible, Lyner.
Religion of Ancient Egypt, Sayce.
How to be a Yoga-Abhedananda.
The Haunted Major.
The Queen of Tears, Wilkins.
A Chinese Biographical Dictionary, Giles.
Alex McNutt and Pre-Loyalist Settlement of Nova Scotia, Raymond.
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Malcolm, Govt. of the Philippine Islands.
Clifford, Malay Monochromes.
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Baring, Gould, Cliff Castles and Cave Dwellers.
Trials of Five Queens.
Lansdale, Chateau of Touraine.
Ravenel, Charleston.
Blackwood, Prisoner in Fairy Land.
Waring, Whip and Spur.

Bridgman's Book Shop, 108 Main St., Northampton, Mass.

John Robinson, by O. S. Davis.
The Earl Family, by Pliny Earl.
Appleblossoms, Elaine and Dora Goodale.
All Round the Year, by Elaine and Dora Goodale.
The Color Guard.
Rhodes History of the United States, vols. 3, 4, 5.

Foster Brown Co., Ltd., 472 St. Catherine St. West, Montreal, Can.

The Nemesis of Froude, by Carlyle & Browne.
Rhyme and Reason, by Lewis Carroll.
Marvels of Fish Life, by Francis Ward.
Handbook of Chemical Engineering, by Davis, two copies.
Woman—Her Position, Influence, and Achievement Thruout the Civilized World, by W. C. King.
Bait Angling for Common Fishes, by Louis Rhead.
The Fine Art of Fishing, by Samuel G. Camp.
Life of Florence Nightingale, by Tooley.
Capet Sion, by Evans.
Memoirs: Correspondence of Caroline Herschel, by Mrs. John Herschel.
The Message of Man, by E. Stanton Cort.
Agriculture Note Book, by Primrose McConnell.
Complete Science of Fly Fishing and Spinning, by F. G. Shaw.

Vol. 1 Lithography, by Joseph Pennell.
Many Thoughts of Many Minds: A Treasury of Quotations from Every Age, by Louis Klapick.
Dame Julian Beineis's Treatise on Fishing with an Angle.
Possession of Juba, by J. H. Newman.
Real Sir Richard Burton, W. Phelps Dodge, 1907.
Life of Sir Robert Hart, by Miss Bredon.
Set of Arabian Nights, Translation by Burton.
Locomotive Operation, Henderson.
The Universities of Europe in the Middle Ages, Rashdall, 2 vols., Oxford.
Fly Fishers Entomology, Ronalds.
Selous, A Hunter's Wanderings in Africa.
New Light on the Early History of the Great North-West Ms., journals 1799-1814; Exploration and Adventure Among the Indians, on the Red, Saskatchewan, Missouri, and Columbia Rivers: ed. with commentary by E. Coues.

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BOOKS WANTED—Continued

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Kramer, Hearts and Cross.
Palacio, Jose.
Kirk, Revival Lectures.
Am. Law Review, vols. 1 to 20, 23, 24, 34 to 40.
"Oneida," Fond du Lac, 1902.
Mueller, Story of a German Love.
Holden, Elementary Astronomy.
Library of Wit and Humour, vol. 2, Gebbie, light cl.

George M. Chandler, 75 E. Van Buren St., Chicago

Adams, History of the U. S., 9 vols. or vol. 6.
McCaleb, Aaron Burr Conspiracy.
Mason, Life and Works of Gilbert Stuart.
Hamblen, On Many Seas.
LeBon, Psychology of Revolution.
LeBon, Psychology of the Great War.
Masefield, On the Spanish Main.
Hough, Story of the Outlaw.
Arnold, Sir Edwin, Works, 2 vols., Boston, 1893.
Dawes, Nix's Mate, about 1840.
Tomlinson, Sea and Jungle, first ed., 1912.
Masters, Starved Rock, first ed., 1919.
Belcher, Mutiny of the Bounty.
Esquemeling, Buccaneers.
Coburn, Songs of the Hills and Home.
France, Anatole, Life of, Open Court Pub. Co.
Orr, Handbook to Works of Browning.
Jackson, Eighteen Nineties.
Hakluyt, Voyages, 12 vols., Glasgow, 1903.
Gil Blas, 3 vols., Patterson's ed.
DeMaupassant, Works, De Lue ed., 17 vols.
Daudet, Works, 24 vols.
McCabe, Evolution of the Mind.
Thayer, Life of Cavour, 2 vols., large 8vo.

Arthur H. Clark Co., Caxton Bldg., Cleveland, O.

Bourne, Philippine Islands.
Avery, Hist. of U. S.
Columbia Univ., Studies in Hist., set.
Wrangell, Notes on Russian-Amer. Colony.
Colville, Flora of Alaska.
Dall, Bibliography of Alaska.
Special list of wants just printed, will mail on request.

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Beardsley, Episcopal Church in Connecticut.
Carpenter, Travels and Adventure in Mexico.
Charney, Ancient Cities of the New World.
The Green Bag, vols. 10 and 19 to date.
Gourlay, The Banished Briton; a Record of the Life of R. Gourlay.
Gorges Society Publications, vol. 1.
Grant, Tartans of the Clans of Scotland.
Giry and Reville, Emancipation of Mediaeval Towns.
Gage (S. H.), The Microscope.
Hann, Handbook of Climatology.
The Hesperian, vol. 3, Cinc., 1839.
Hornickel, Book of Monograms.
Hergenrother, Catholic Church and Christian State.
Henty, In the Days of the Mutiny.
Hughes, Doniphan's Expedition.
Holman, Discussion of the Precision of Measurement.
Jones, The Ten Tribes and the Aborigines, by a Bible Professor, 1831.
Johnston, Clausewitz to Date.
Junod, Life of a South African Tribe.
Kirkpatrick, Lectures on the History of the 19th Century.
Koester, Modern City Planning.
Loeb, Dynamics of Living Matter.
Leading Men of Science; ed. by Jordan.
Lincoln, Any autograph letters or documents signed by him.
Quarterly Journal of Economics, vol. 20, no. 4.
Spelman's Kate Greenaway.
Steele, Life and Times of William Brewster.
Sullivant, The Musci and Hernaticae of the U. S.
Untrodden Fields of Anthropology.

Colesworthy's Book Store, 66 Cornhill, Boston

Child's Fairy Geography.
Teaching of English, Tappan.

Colesworthy's Book Store—Continued

Bookkeeping, Hitchcock.
Maxwell on Pheasant or Partridge Raising.
Lyons, Colonial Furniture.
Shepard's Historical Atlas, several copies.

College Book Store, Springfield, O.

Bailey's Encyclopedia of Horticulture, last edn.
Lange's Commentaries.
Orr's International Standard Bible Dictionary.
Young's Analytical Concordance.
Navi's Topical Bible.
Ridpath's Hist. of World.
Prices must be reasonable.

U. G. Conover, Cozaddale, O.

Our Wonder World (Shuman), 10 vols.
Badeau, Military History of U. S. Grant.
Upham, History of the Salem Delusion.
Ashton, The Devil in Britain and America.
Stiedger, Knights of the Golden Circle.
Manley, Death Valley in '49.
Woods, Recol., Pioneer Work in Calif.

Cornell Co-operative Society, Ithaca, N. Y.

New or second-hand copy Solar System; advise condition and price.
Parson, Her Brother's Letters, new or second-hand; state price and condition.

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Everitt's Theism and the Christian Faith.

The Denver Dry Goods Co., Denver, Col.

History of Jim Baker, Scout; we think this is the correct title.

The Public Library, Detroit, Mich.

Lough, W. H., Twelve lectures on depressions and panics.

F. M. DeWitt, 1609 Telegraph Ave., Oakland, Cal.

Boissier, Country of Horace and Virgil.
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Miller, Literary History of Scotland.
Muir, Heroes of Science Chemistry.
Ohnet, Le Maître de Forge, pub. Jenkins.
Hoffman, Beginnings of Writing, 2 copies.
Tarde, Laws of Imitation, tran. Parsons.
Tyler, Researches into the early History of Man-kind.
Palgrave, Golden Treasury, illus. Maxfield Parish.
Norris, Third Circle, new ed., pub. Lane.
Dobson, Henry Fielding.
Wood, Our Military History.
Wagner, Rhinegold and Valkyrie, illus. Rackham.
Upward, New Word.
Spedding, Account of Life and Times Lord Bacon, 2 vols.
Scherer, Japanese Crisis.
Malory, King Arthur, abridged by Pollard.
Le Mair, Little Songs of Long Ago.
Jusserana, Piero Plowman.
Jusserana, English Novel in Time Shakespeare.
Johnson, Eighteenth Century Letters and Letter-writers, 1807-98.
Hichens, Spell of the Holy Land.
Harrison, Elfin Song, pub. Dodge.
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 Scientific Education of Dogs for the Gun, pub. S. Low & Co.
 Trinity Foot Beagles.
 Tropical Gardening and Painting, pub. H. W. Carr Co.
 Dreiser, The Genius.

E. M., care Publishers' Weekly [Cash]
 The Magician, W. Somerset Mougham, Duffield, 1909.
 Henry Everding, 941 Jefferson Ave., Brooklyn, N. Y.
 Tarr's Physical Geography of New York State.
 Geo. Fabyan, Riverbank Laboratories, Geneva, Ill., or Walter M. Hill, 22 E. Washington St., Chicago
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 Gillmore, Q. A., Engineer and Artillery Operations against Defence of Charleston Harbor.
 Hort, Gertrude, Tomorrow's Morrow.

Alfred F. Goldsmith, 42 Lexington Ave., New York
 Burroughs, Walt Whitman as Poet and Person.
 Whitman, Walt, Leaves of Grass, 1867.
 Any books by or about Walt Whitman.
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 Architectural Record, vol. 1.
 Balzac, Cousin Betty, Old Goriot, Dent., green clo.
 Benson, Arundel, Jezebel.
 Benson, Cat. of Etchings.
 Becke, Louis, By Reef and Palm.
 Bourdillon, F. W., Ailes d'alouette, 1892, Roberts.
 Bruce, H. A., Scientific Mental Healing.
 Bulfinch, Life of Bulfinch, 1896.
 Burton, Sir R. F., Pilgrimage to Medina and Mecca.
 Byrd, Wm., Writings of.
 Cabot, What Men Live By.
 Caraduc, H. de, Grape Culture.
 Chapman, Odyssey, vol. 1, 1857.
 Chicago, Plan of, Burnham & Bennett.
 Cobb, Dr. W. F., Spiritual Healing, London, 1914.
 Corbin, D. M., Life of Mathew F. Maury.
 Cousin-hunting in Scandinavia, 1910.
 Dodge, Riders of Many Lands.
 Dresser, A. G., Philosophy of P. P. Quimby, Bost., 1895.
 Dresser, H. W., Methods of Spiritual Healing.
 Dufour, J. J., American Vine Dressers' Guide.
 Elzbacher, Paul, Anarchism.
 Fessenden, Wm. Pitt, Life of.
 Gardner, Tom Quick, Chicago, 1888.
 Goulding, Young Marooner; Marooner's Island.
 Grant, Dr. C. W., Manual of Grape Culture.
 Herbert, Horses and Horsemanship, 1871.
 Hillquit, Morris, Hist. of Socialism in U. S.
 Hitchcock, E. A., Alchemy & Chemistry, N. Y., 1865.
 Hosmer, Lewis & Clark Expedition, 1902.
 Huckel, Oliver, Mental Medicine, 1909.
 Izard, Official correspondence, Phila., 1816.
 James, Henry, Essays in London.
 Johnson, S. W., Culture of the Vine.
 Kecht, J. S., Vine Dressers' Guide.
 Knowlton, J. M., Our Hardy Grapes.
 Littleton, Training Young in Laws of Sex.
 Lockwood, Furniture, 2 vols.
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 MacKeller, American Printer, ed. later than 1880.
 Mann, C. H., Healing Through the Soul.
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 Meredith, J., Grape Vine.
 Mount Desert, Hist. of, Street.
 Martesia, Honora, The Gleaner, odd vols., Other titles by her.
 Noyes, Alfred, Poems, cont. St. Helena.
 Owen, Art of War in Middle Ages.
 Phelps, R. H., Vine. Its Culture, in U. S.
 Philpot, American Prisoner.
 Rafinesque, C. S., Amer. Manual of Grape Vine.
 Richmond, N. H., Hist. of, with Genealog.
 Roberts, J. W., Culture Grape Vine.
 Rubens, F., Wine Book, trans. from German.
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 Washington, George, Writings of, ed. Ford.
 Webster's Letters, ed. Van Tyne.
 Weeden, Miss Howard, Bandana Ballads; Old Voices; Songs of Old South.
 Williamson, Port of Adventure.
 Genealogies: Beardsley, 1902.
 Fuller, Edward, Fuller.
 Kilbourn Gen.
 Leffingwell Gen.
 Morton, George, of Plymouth.
 Sayre, Thomas, Founder of S. Hampton.

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 Under Old Roottrees, Mrs. E. B. Hornby, pub. Benedict, 1908.

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Seidensticker, O., First Century of German Printing in America, 1728-1830, Phila., 1893.

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 Peter the Great, Schuyler, Scribner.
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 Personality and the Christian Ideal, Buckman, Pilgrim Press.
 Karl of Erbach, H. C. Bailey, Longmans.
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 Day with Father, Leupp, Scribner.
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 Common Sense of Coaching, H. Gold.
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 Journal of Biological Chemistry, vols. 20, 21, nos. 1, 2, 4, 24, 29, nos. 2, 4.
 Albertis, New Guinea, 2nd ed., 2 vols.
 Beckwith, The Illinois and Indiana Indians.
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 McLean, The Indians of Canada, Their Manners and Customs.
 Partridge, Cross River Natives.
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 Rein, Japan Travels and Researches and the Industries of Japan.
 Schoolcraft, Bibliographical Catalogue of Books, Translations of the Scriptures, and Other Publications in the Indian Tongues of the U. S., with Critical Notes.
 Schoolcraft, Incentives to the Study of the Ancient Period of American History.
 Schoolcraft, Suggestions for Travellers Visiting the Ancient Sites of Indian Occupancy in America.
 Verner, Pioneering in Central Africa.
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 Boynton, Application of the Kinetic Theory to Gases, Vapors, etc.
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 U. S. Commercial and Statistical Register, Hazard, year 1899.
 Dickens, Christmas Carol, 1st ed.
 Hubbard, Little Journeys to Homes of Great.
 Manufacture of Cane Sugar, Jones & Scard.
 Kipling, Green cloth, Scribner's.
 Everett, Speeches and Letters, Little, Brown.
 Furness ed. of Hamlet.
 The Jurgens, Cabell.
 Wade, A Garden in Pink.
 Scott's Last Expedition, original ed., with col. plates.
 To the Descendants of Thomas Dickinson, son of Nathaniel and Anna Gull Dickinson, of Wethersfield, Conn., and Hadley, Mass., compiled by Frederick Dickinson, pub. Grant, Chicago.
 Bliss & Binder, New Encyclopedia of Social Reform.
 Bryan, Michael Bryan's Dictionary of Painters and Engravers.
 Grove, Dictionary of Music and Musicians.
 Harper's Encyclopedia of United States History, 48 A. D.-1912.
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 Marcon, Jules, Geology of North America, Zurich, 1839.

Roemer, Kreidebildungen von Texas, Bonn, 1852.
 Coulter, John M., Botany of Western Texas.
 Marcy, Exploration of Sources of Brazos and Big Wichita Rivers, Gov. Doc., 34th Cong.
 Hodge, American Indians North of Mexico, bulletin 30, Bur. of Ethnology.

Gayarré, History of Louisiana, 4 vols.
 French Historical Collections of Louisiana, complete.

Journal of Jantel, Albany, 1906, Stiles reproduction.
 Adventures and Recollections of Walter P. Lane, Marshall, Texas, 1887.

Cabeza de Vaca, Relacion, Washington, 1851.
 Ashbel Smith, Reminiscences of the Texas Republic, Galveston, 1876.

Barbe-Marbois, Histoire de la Louisiane.
 Hakluyt's Voyages.

Johnson, Life and Letters of Robert Louis Dabney.
 Ida Raymond, Living Female Writers of the South.
 Gregg, Josiah, Commerce of the Prairies, N. Y., 1844.

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Encyclopedia Britannica, 11th ed., Handy vol.
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 Leupp, Walks about Washington.

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Pratt Institute Free Library, Brooklyn, N. Y.
 The Engineering and Mining Journal, issue of Jan. 3, 1920.

Putnam's, 2 W. 45th St., New York
 Radcliffe, Big Game Hunting in Alaska.
 Later Nineteenth Century, European Literature Ser.
 Spenser, Concordance to.

Schliemann, Troy.
 Howison, Limits of Evolution, 1904.
 Lockwood, Colonial Furniture.

Days of Chivalry.
 Balzac, Works, 52 vols., cloth.
 Symonds, Greek Poets, 2 vols.

Bordeau, Guynemer, 1st ed.
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 MacDonald, Princess Rosamond.

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Peter Reilly, 133 N. 13th St., Philadelphia
 Manual of Surgical Anatomy, pub. by U. S. Army & Navy.

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 India's Problem: Krishna or Christ, Rev. J. P. Jones.

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 Lasche's Magazine, vols.
 Brant, Distillation of Alcohol.

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Gunter, A. C., Florida Enchantment.
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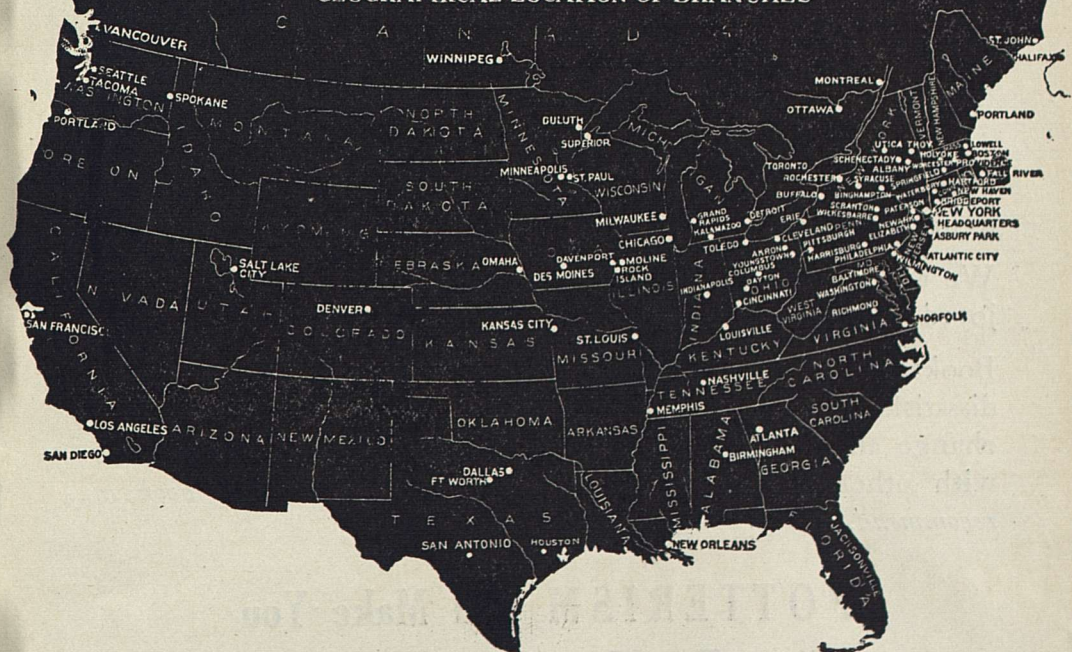
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